

Rebecca Heliot

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KEY HIGHLIGHTS

- Experienced, bilingual (Spanish-speaking) reporter and freelance writer with proven track record in covering government, elections, and political issues as well as feature writing
- Exemplifies strong writing, editing, and reporting skills as well as the ability to cover complex topics
- High aptitude for covering complex topics, such as healthcare, science and law and experience in domestic and foreign newsrooms

PROFESSIONAL EXPERIENCE

Freelance Writer / Independent Contractor, Remote, TX

Aug 2017 – Present

- Writing web copy, social media content and creating marketing initiatives to meet business goals for Physiologic, a physical therapy and wellness clinic in Aledo
- Developed website content for RX4Life non-profit, as well as marketing strategy and content for Cement Sisters in 2017
- Wrote blogs, copy, captions, headlines, and marketing communications materials for various clients, including TIGI, a leading company in the beauty industry as needed for clients
- Conducted research on health, wellness, and psychology topics weekly for healthcare clients
- Studied human behavior, consumer trends and marketing in 2018 before enrolling in graduate studies focused on the global business affairs, including environmental sustainability, from Aug. 2019 to Dec. 2020
- Produced marketing communications for several short and long-term projects as needed, such as original and edited copy, social media content, research-based blogs, and webpage content lasting
- Contributed to marketing strategy and social media content for Cement Sisters from Aug 2017 to April 2017 as needed for ongoing project

Key Achievement: Expanded personal network to promote personal freelance brand, growing professional business network on LinkedIn to nearly 500 followers

Community Impact, Frisco, TX

Aug 2022 – Nov 2022

Reporter

Hyper-local newspaper covering communities and suburbs across Texas

- Pitched and wrote 1-3 story ideas for daily digital and monthly print publications on weather, education, business, development and community events
- Investigated, analyzed, and interpreted news and feature stories in the Lake Highlands and Lakewood areas, as well as Dallas Metro
- Interviewed experts, community leaders and public and conducted research to ensure accurate reporting
- Collaborated and pitched ideas at team meetings for storytelling elements including, graphics and photography to enhance newspaper articles

Key Achievement: Received over 6,000 page views for an article about a tornado warning in Dallas

Raze, Dallas, TX

Jan 2022 – Apr 2022

Social Media Manager

- Led social media content creation on Facebook, Twitter, LinkedIn, and Instagram for 10 different clients in collaboration with marketers
- Contributed to internal communications, such as social media instruction guide for interns
- Conducted market research and developing bi- and tri-weekly social media content
- Managed a team of 5 marketers to deliver timely content to clients

Key Achievement: Developed an innovative content strategy for largest client Hyosung America, leading to customer satisfaction and increased engagement among social media platforms

Boral Agency, Houston, TX

Mar 2017 – Jul 2017

Marketing Assistant / Copywriter

- Wrote, edited and proofread all communication materials, including blog posts, web content and copy

- Contributed to visual storytelling through photography and video editing
- Conducted market research for in various industries including translation services, law, retail, etc.

Phnom Penh Post, Phnom Penh, Cambodia

May 2015 –Oct 2015

Full-time Copy-editing Intern

- Generated news stories for two publications in the largest English-speaking newspaper in Phnom Penh
- Edited, copy edited and proofread articles for the Post Property and Post Plus sections of the newspaper; collaborative with staff writers, editors, and graphic designers to produce articles on business and education
- Wrote several articles on Cambodia's property sector—including architecture, construction manufacturing and products, interior design, landscaping, and commercial real estate

Key Achievement: Contributed to the development of a Post Plus publication focused on the capital's education sector, leading to a 20% increase in revenue for an education supplementary paper

English Teacher, Phnom Penh, Cambodia

Feb 2015 – Oct 2017

- Taught for Home of English, teaching pre-school aged children following morning routine
- Managed lesson plans based on fact-based educational methods while exercising cultural sensitivity
- Taught at Western International School, teaching 5 classes of 20-30 students, ages 8 to10

Houston Chronicle, Houston, TX

Jan 2014 –May 2014

Editorial Intern

- Wrote several articles under supervision and collaborating with senior editors and journalists covering different topics on the city desk, leading to multiple city and state front page stories
- Reported on breaking news stories covering crime, police department updates, and state politics, such as the Houston police departments new use of tourniquets in the city
- Published several articles in the Houston Chronicle print publications as well as on chron.com

Key Achievement: Wrote "breakthrough" article over Houston Police Department's use of tourniquets and other front-page City and State news

The Daily Cougar, Houston, TX

Aug 2013 –Dec 2013

Freelance Staff Writer

- Developing several print and online articles for the student newspaper at the University of Houston, a state school with over 30,000 students
- Gathering information and writing several articles covering the UH Graduate School of Social Work

EDUCATION

Global Master of Business Administration	University of Houston-Victoria	2020
• Marketing concentration		GPA 3.3
Bachelor of Arts, Communication-Journalism	University of Houston	2014
• Cum Laude Honors		GPA 3.3

LANGUAGES

Fluent: English, Spanish

Proficient: French

SKILLS

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|-----------------|--------------------------------------|
| • Journalism | • News writing |
| • Research | • Feature writing |
| • Writing | • Microsoft Office |
| • Editing | • Social Media: Facebook, Instagram, |
| • Communication | LinkedIn, Twitter |

VOLUNTEER

Ocean Blue Project

Aug. 2020- May 2021

Contributing Writer

Houston, Texas

- Writing several blogs covering environmental news and relevant topics, generating ideas for social media strategy, and contributing to web page content