

FRANK RABEY

COMMUNICATIONS PROFESSIONAL

CONTACT



(252) 917-1469



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linkedin.com/in/frankrabe



Winterville, N.C.

SKILLS:

- Public relations / marketing
- Writing, editing, reporting, storytelling, for digital and print, including social media
- Page and newsletter design
- Teaching and public speaking

Looking to leverage my wealth of knowledge and experience in joining an employer whose mission involves helping others.

Open to remote work, plus in-person and hybrid work within my geographic area.

WORK-SAMPLE LINKS

- [brochures & mailers](#)
- [newsletter pages](#)
- [posters & fliers & handouts](#)
- [photos](#)
- [powerpoint samples](#)
- [press releases](#)
- [web content](#)
- [writing samples](#)

"(Frank's) ability to make anything sound like it's the best thing was always amazing to witness." – Kevin S., former colleague

EXPERIENCE

February 2015 – present

Communications Coordinator | Access East, Greenville, N.C

Nonprofit hospital-system partner coordinating health care for Medicaid and uninsured populations across 34 eastern N.C. counties.

- Led company rebranding campaign, 2015-16
- Coordinate public relations / media outreach, including advocacy communications to state-government officials
- Compose digital employee newsletter, including design
- Create / design / advise upon marketing materials
- Initiated / maintain social media across several platforms
- Originate / update website content via WordPress CMS
- Handle company photography, toning via Adobe Photoshop
- Create meeting / presentation resources with MS Office

KEY ACCOMPLISHMENT: *Closely oversaw development of company website, which features my own detailed written content / storytelling and photos.*

June 2008 - November 2014

Public Relations | The Hammock Source, Greenville

Industry-leading, multi-brand, family-owned manufacturing and sales company

- Developed media campaigns; placed stories with varied media sources; served often as company spokesperson
- Wrote news releases, newsletters, web content, pamphlets, posters, promotional emails, video scripts
- Initiated social media presence, developing avid fan groups
- Coordinated all advertising / promotions, including for national TV gameshows and reality series; wrote ad copy

KEY ACCOMPLISHMENT: *Guerrilla PR campaign for Real Deal Brazil hat, targeting unorthodox media sources/cultural tastemakers, propelling this niche product into a central prop in the 2009 Hollywood blockbuster Zombieland.*

September 2006 - May 2008

Media Specialist | ECU Health Medical Center, Greenville

Region's largest medical center, then Pitt County Memorial Hospital (PCMH)

- Handled external and internal communications; coordinated on- and off-site media visits and events
- Aided members of the press with story development
- Composed speeches, scripts, talking points for hospital execs

KEY ACCOMPLISHMENT: *Wrote content for "MRSA Screening Launch," part of the PCMH response to the nationwide escalation in hospital-acquired MRSA infections. Project won the Carolinas Healthcare PR & Marketing Society's 2008 Golden Tusk Award, the organization's highest honor.*

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ADDITIONAL SKILLS

- **Customer service:** 12 years retail, three in management
- Digital tools:
 - ◆ OS: **Mac** and **Windows**
 - ◆ MS Office: expert in **Word**; strong in **Excel**, **Outlook**, **PowerPoint**, **Publisher**, **SharePoint**
 - ◆ Adobe Creative Suite: strong in **Photoshop**, **Acrobat**, **InDesign**,
 - ◆ CMS: foundational understanding of most; proficient with **WordPress**

PROFESSIONAL TRAITS

- Collaborative and inclusive
- Detail-oriented
- Innovative; willing to take creative chances
- Internationally minded
- A passion for helping others

EXPERIENCE, cont.

2004 - 06

Features Editor | *The Daily Reflector*, Greenville

Also, Features Co-Editor, 1998-99; high-school intern, 1983-84

- Responsible for all aspects of newspaper's features section, plus special supplements and monthly magazines
- Managed up to four writers, two layout/design staff and one-two university-supplied interns
- Wrote feature stories, columns, news pieces; edited, and frequently copy-edited, all features content
- Handled much of own photography

KEY ACCOMPLISHMENT: *In collaboration with local nonprofits, orchestrated holiday story-series offering readers a safe, secure means of materially assisting local people who had suffered great hardships.*

ADDITIONAL JOURNALISM/EDITING

- ◆ **Assistant Editor** | *Mountain Xpress*, Asheville, N.C., 2002-04, 1993-97
- ◆ **Features Editor** | *Key West Key Citizen*, Key West, Fla., 1999-2000
- ◆ **Editor** | *Virginian-Pilot's Watercolors* direct-mail magazine, and **staff writer** | *Virginian-Pilot*, Elizabeth City, N.C., 2001-02

2001 - 02

English Instructor | College of the Albemarle, Elizabeth City

Began as adjunct instructor for one class, after original instructor abruptly quit

- Taught six writing-intensive classes per semester, in-person and online; taught Developmental English with underperforming freshman students admitted provisionally; taught college's first-ever creative-writing class
- Academic advisor for end-of-semester registration periods

EDUCATION

1998

MA, English | East Carolina University (ECU), Greenville

- Concentration in Creative Nonfiction Writing
- Additional coursework, University of New Orleans
- Overall GPA 4.0 (on 4-point scale)

1988

BA, Communications | University of North Carolina, Chapel Hill

Degree program originally called Radio, Television and Motion Pictures

- Graduated Phi Beta Kappa
- Freshmen and sophomore years, ECU honors program
- Senior year, University of Manchester, England; traveled extensively across Europe on virtually no budget