

# Rachel Eve Radway

www.rainwaves.net | linkedin.com/in/reradway | rachel@rainwaves.net

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## Editor, Content Strategist, Writer

Topflight editor, content strategist, writer and communications pro with years of experience working with individual authors, nonprofits and businesses of all sizes. I work with you to produce clean, engaging, error-free copy that meets both your target audience's needs and your business or creative objectives. My subject matter and industry expertise include arts and culture, travel and hospitality, e-learning, e-commerce, career development, consumer software and healthcare, among many others, and I've worked on a wide variety of print and digital content types. Savvy and sensitive listener, communicator and collaborator with a clear view of both the forest and the trees.

## Relevant Skills & Experience

### Editing, content strategy and brand management:

- Copy and line editing of web and mobile content, emails, scripts, e-books, print books, newsletters, blog posts, marketing and sales collateral, ad/campaign copy and more
- Structural/developmental editing of manuscripts and other long-form content
- Content strategy development and implementation, including creation of editorial calendars and design of content workflows and quality assurance processes
- Voice and tone development; creation of house style guides and brand guidelines
- Management of content projects from requirements gathering through handoff to development team

### Copywriting and business writing:

- B2C: banners/ad copy, product descriptions, homepage and landing page/campaign content, transaction/payment flows, video scripts, newsletters, case studies, catalog copy, and marketing, transactional and service emails
- B2B/internal communications: web content, emails, press kits, sales sheets, bios, press releases, magazine articles, interviews, executive communications

## Relevant Work History

### SELF-EMPLOYED – 2015–present

*Selected projects/clients:* Varied projects for a translation services agency; product reviews and guides for a consumer tech website; 84-page brochure for a European architecture and design foundation; blog posts, features, correspondence, fundraising materials, flyers, video scripts and other content for PETA; press releases, features, interviews and correspondence for two travel websites; new homepage and other website content for a promotions administrator; three books on expat experiences; workbook for repatriates; varied projects for Adobe

### WESTERN UNION – Director, Global Content, San Francisco, CA 2012–2014

- Led global team of writers responsible for all of Western Union's 200+ websites and mobile content; refined and updated voice, tone and style.
- Overhauled the translation and localization program for the digital business unit, including sourcing and managing vendors and developing workflows.
- Partnered with cross-functional teams to dramatically improve the online experience for our customers.

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## **REPUTATION.COM** – *Editorial Director*, Redwood City, CA 2011

- Created new editorial processes: Wrote style guide; developed workflow; implemented content QA.
- Managed content projects, including creation of new content marketing microsite.

## **GLOBALENGLISH CORP** – *Managing Editor*, Brisbane, CA 2010–2011

- Managed content production projects for e-learning services company: Responsible for learner-facing text in flagship SaaS product, mobile platform and apps; ensured that all content was optimized for translation.

## **WALMART.COM** – *Senior UI Writer, Walmart Mobile*, Brisbane, CA 2010 (*consultant*)

- Adapted/refined brand voice and editorial style for mobile; wrote copy, UI text for mWeb and iPhone app.

## **SMALL BUSINESS MAJORITY** – *Director of Communications*, Sausalito, CA 2008–2010

- Led the team responsible for websites, marketing communications, media relations and research.

## **ADOBE SYSTEMS** – *Copywriter, Photoshop.com*, San Jose, CA 2008 (*consultant*)

- Developed voice of Photoshop.com and Photoshop.com mobile; created editorial guidelines.
- Wrote marketing/web copy and product and transactional/service content for new platform.

## **PAYPAL** – *Senior Content Manager/Brand Manager*, San Jose, CA 2007–2008

- Content team: Collaborated with product managers and user experience team on strategy and content for PayPal internal and external websites; wrote copy for emails, web flows, error messaging, landing pages, etc.
- Brand team: Ensured brand-compliant implementation of PayPal services; supported initiatives from creative review to internal education; produced brand guidelines.

### ***Additional/prior experience:***

- **AMAZON.COM** – *Senior Editor*, Seattle, WA – Wrote copy for home and landing pages, newsletters, product descriptions and reviews, ad banners and special projects.
- **OLD NAVY** – *Copywriter*, San Francisco, CA – Wrote marketing copy and UI text for brand's first website, plus press kits, ads, packaging materials and print collateral.
- **WILDERNESS TRAVEL** – *Editor*, Berkeley, CA – Wrote all web copy for two sites, catalog content, special event brochures, direct mail postcards and flyers, newsletters and other print collateral.

## **Education, Languages & Intercultural Experience**

- Summer Institute for Intercultural Communication (SIIC)—Intercultural Communication Institute, Portland, OR
- Poynter ACES certificate in editing; copyediting course—Editcetera, Berkeley, CA
- BA cum laude in Russian language and literature—Amherst College, Amherst, MA
- Have lived in Portugal, Ecuador, Peru, Russia, Austria, England and New Zealand; familiar with Portuguese, Spanish, Russian, French, German and Italian

## **Professional Associations**

EFA (Editorial Freelancers Association) · ACES: The Society for Editing · ASBPE (American Society of Business Publication Editors) · Bay Area Editors' Forum · Northwest Editors Guild