

REBECCA SCHRINER

Contact information
available upon request



Strategic Communication & Media Relations

EDUCATION

Ball State University

Master of Arts in Public Relations (Leadership)
Muncie, IN | Aug. 2019 – May 2021

Taylor University

Bachelor of Science in Professional Writing
Minor in Public Relations
Upland, IN | Aug. 2013 – Dec. 2016

Ottawa-Glandorf High School

Ottawa, OH | Aug. 2009 – May 2013

SKILLS

- AP & Chicago Manual Style
- Creative & Technical Writing
- Editing & Proofreading
- HTML Coding
- Interpersonal Communication
- Photography & Video Editing
- Research & Fact-Checking
- Search Engine Optimization

PROGRAMS

- Adobe Acrobat, InDesign, Premiere Pro, & Photoshop
- Asana, DropBox, Podio, & Trello
- BrightEdge Enterprise SEO
- ConstantContact & MailChimp
- DotCMS, Jumla, & WordPress
- Facebook, Instagram, LinkedIn, & X
- Google Analytics, Calendar, Docs, Forms, Gmail, Sheets, & Slides
- Microsoft Excel, Outlook, PowerPoint, & Word

ACHIEVEMENT

Emerging Leader

Evangelical Christian Publishers Association
(ECPA) | Oct. 2023

PROFESSIONAL EXPERIENCE

Publicist (Nonfiction | Bethany House, Chosen Books)

Baker Publishing Group | Mar. 2021 – Present

- Execute publicity strategy—including leading client calls, writing press releases, curating mailing lists, and tracking media reports
- Pitch interviews and articles to digital and print media
- Manage external PR campaigns, publicity budget allocations, and freelance writer contracts
- Represent divisions at conferences, interviews, and other events

Independent Publicity Contractor (Nonfiction)

Self-Employed | Jun. 2020 – May 2021

- Advised authors in marketing, publicity, and social media tactics
- Facilitated author endorsement process
- Pitched interviews to TV, radio, online, and print media outlets

Publicist (Nonfiction & Fiction)

Torchflame Books | Jun. 2017 – Jan. 2018, Jun. 2018 – Apr. 2021

- Wrote press materials, e-newsletters, and social media guides
- Designed flyers, mailers, digital ads, and social media graphics
- Managed Facebook, Twitter, Instagram, and LinkedIn accounts
- Promoted bestselling and award-winning authors

Digital Content Producer

Taylor University | Aug. 2017 – Aug. 2019

- Planned and implemented website redesign project
- Curated digital content for academic and business offices
- Developed marketing and SEO strategy to target prospective audiences
- Supervised and mentored three student web writers

ADDITIONAL EXPERIENCE

Guest Speaker, Taylor University | each semester, Aug. 2016 – Mar. 2023

Graduate Assistant, Ball State University | Aug. 2019 – May 2021

Web Manager & Intern, Fort Wayne Children's Zoo | May 2016 – Jun. 2017

Online Editor & Copy Editor, The Echo News | Feb. 2014 – Dec. 2016

Media Relations Intern, Skyview Ranch | May – Aug. 2015