RACHEL ROSENFIELD
Community Manager and Social Media Expert

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SUMMARY

Content creator with years of experience in creative storytelling, audience engagement, data analytics, and social media management. Previously Community Manager of *The Daily Beast*, contributing significantly to the website's social media and video strategy. Written several articles related to lifestyle, culture, and internet trends for *Decider*, *Moment Magazine*, *Consequence*, and more. Skilled in video editing, community engagement, editorial leadership, graphic design, brand voice development, and digital marketing.

PROFESSIONAL EXPERIENCE

Community Manager
The Daily Beast | 08/2025-01/2026
- Design posts for *The Daily Beast*'s Instagram account, which has over 500k followers, and TikTok account, which has over 90k followers, with these posts often receiving thousands of likes.
- Design Instagram/TikTok posts for *The Daily Beast's Obsessed* social media accounts, which represent the publication's pop culture vertical, and *The Looker* social media accounts, which represent the publication's lifestyle vertical.
- Monitor social media comments and reply to them in *The Daily Beast*'s brand voice.
- Create 60-90 second shorts from podcast episodes using OpusClip for Instagram, TikTok, and YouTube Shorts, with these short videos often receiving over 200k views in total.
- Post recently released articles on X, Facebook, Threads, and Bluesky using SocialFlow.
- Manage *The Daily Beast*'s Reddit strategy, choosing 5-10 articles a day to post, with many receiving over 10k upvotes and garnering thousands of clicks to *The Daily Beast*'s website daily.

Editorial Intern
Moment Magazine | 01/2025-05/2025
- Author captivating long-form articles centered around Jewish lifestyle, culture, and news.
- Copy edit and fact-check drafts of upcoming articles.
- Create content and edit videos for *Moment Magazine*'s social media accounts.

Editorial Intern
Consequence | 09/2024-12/2024
- Assist with writing news stories and feature articles related to music and media.
- Help staff with research, fact-checking, transcriptions, and building stories in WordPress.
- Contribute to staff recommendations/lists about trending music topics.

Decider Features Intern
Decider (A Subsidiary of *The New York Post*) | 06/2024 - 08/2024
- Write high-traffic entertainment articles, garnering over 100k views for the website.
- Assist features writers with copy-editing, fact-checking, research, digital assets, headlines, and more.
- Contribute to audience engagement strategies across Instagram, TikTok, and the *Decider* website.

Editorial Intern
Bookstr | 01/2024 - 05/2024
- Write five articles per week on topics relevant to books, internet trends, lifestyle, and culture.
- Accept assignments on Notion and draft articles on WordPress, ensuring proper formatting, search engine optimization, and readability.
- Attend bi-weekly meetings to discuss *Bookstr*'s goals, new developments, social media strategies, and industry trends.

Editorial Production Intern
The Take | 09/2023 - 12/2023
- Assist with script and video editing for *The Take*'s YouTube channel, which has over 1.5 million subscribers.
- Meticulously fact-check culture/media analysis scripts to ensure accuracy and credibility.
- Condense video scripts into short-form content for *The Take*'s TikTok account and YouTube Shorts.

EDUCATION

Brandeis University
Bachelor of Arts in English & American Studies, Minor in Journalism
-2021-2025 - Magna Cum Laude

Editor-In-Chief of The Brandeis Hoot, Brandeis University's Community Newspaper

Dean's List: Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025 - GPA: 3.73

SKILLS

- Adobe After Effects
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Asana
- Brandwatch
- Buffer
- Canva
- CapCut
- Dash Social
- Final Cut Pro
- Google Analytics
- Hootsuite
- KPI Analytics
- Later
- Loomly
- Meta Business Suite
- Microsoft Office
- Notion
- OpusClip
- Parse.ly
- SocialFlow
- Sprinklr
- Sprout Social
- Talkwalker
- YouTube Studio