

## RACHEL STRASSEL, COMMUNICATIONS STRATEGIST

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Rachel Strassel decided to pursue a career in public relations because she believes in the power of storytelling. With a background in journalism, photography, marketing and design, she's able to tell her clients' stories through a multifaceted approach.

Rachel holds a Bachelor of Arts in Mass Communication and a minor in Political Science from Loyola University New Orleans, where she was named Outstanding Photojournalism Student and the Society of Professional Journalists' (SPJ)

Outstanding Graduating Chapter Member. In addition to these honors, she has received awards for her photography from both the SPJ and the Press Club of New Orleans. At Loyola, Rachel served as a justice for the Student Government Association's Student Justice Board and was both a desk assistant and resident assistant for Residential Life.

The majority of Rachel's professional experience stems from eight years in publishing, where she served as a content curator for *The Times-Picayune* and editor in chief of Loyola's student newspaper, *The Maroon*. As a lifelong lover of the arts, she understands the significance of visual representation. Rachel's design experience taught her the importance of attention to detail and how vital it is to engage an audience and promote a brand through both text and images. As a copy editor, content curator and page designer, she demonstrated success in writing, editing, layout design, and section planning at *The Times-Picayune*, all under tight deadlines. The newspaper's print-to-digital transition allowed Rachel to become familiar with the ever-changing digital landscape. While working for a local advertising agency, Rachel refined these digital marketing skills and gained valuable new insight into the world of social media, advertising and public relations.

Rachel is a graduate of the 2018 Bryan Bell Metropolitan Leadership Forum and is currently a student in the inaugural class of Loyola University's Women's Leadership Academy.

Outside of work, you can find her hanging out with family, friends and her cat, Magnolia. She enjoys cooking, rooting for the Saints, spending way too much time reading the news and continuing her search for the best king cake in New Orleans.