

ROBIN HARWELL

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PROFESSIONAL SUMMARY

Creative marketing and communications professional with 7+ years of experience across education, nonprofit, and small business. Known for building meaningful connections through intentional communications, thoughtful content, and consistent storytelling.

EMPLOYMENT HISTORY

2023 — PRESENT

Marketing & Communications Manager, National Children's Chorus

- Serve as primary point of contact for contracted vendors, including graphic designers, photographers, videographers, and a PR firm, ensuring brand consistency and on-time delivery across all markets.
- Source and establish advertising, partnership, and community outreach opportunities nationally, identifying organizations, schools, and businesses that align with brand goals and stewarding relationships within an allocated budget.
- Represent the organization at national industry events and conferences, building authentic connections with prospective families, partners, and industry peers.
- Plan and execute advertising and outreach campaigns — including paid digital and social — to support enrollment recruitment and program awareness, managing budgets across multiple campaigns.
- Oversee high-volume email communications across multiple audience segments, maintaining a 43% average open rate and 18.6% click-to-open rate, exceeding nonprofit industry benchmarks.
- Led social media content strategy and distribution across Facebook, Instagram, TikTok, LinkedIn, and YouTube during organizational transition, maintaining consistent editorial voice and driving engagement.
- Write copy across a range of organizational materials, including communications, website content, advertisements, and print collateral.
- Maintain an organized digital content library, including content captured at organizational events and performances.

2019 — 2025

Owner & Founder, Rodeo Rebel

- Founded and operated a handmade leather goods brand, single-handedly managing all aspects of the business, including product creation, brand identity, social media, e-commerce, website management, finances, and vendor events.

2019 — 2023

Choir Director, Westwood High School (Round Rock Independent School District)

- Directed a high school choir program of 220+ students, teaching piano and musical theatre coursework and building a culture of belonging and discipline in daily rehearsals.
- Designed music curriculum focused on sight-reading, vocal technique, and musicianship, helping students achieve measurable growth.
- Planned and led large-scale performances, festivals, and regional competitions, guiding students through preparation, staging, and travel to competitive events.
- Built strong relationships with parents and families, communicating regularly about student progress, upcoming events, and travel, and ensuring student safety was central to all events.

- Managed the annual program budget alongside the co-director and campus finance department, ensuring resources supported student needs throughout the year.

EDUCATION

2019

Bachelor of Music, University of Texas at Austin

SKILLS

Brand Management, Content Strategy, Creative Direction, Copywriting, Email Communications, Social Media, Digital Marketing & Advertising, Community Engagement, Event Production, Team Leadership, Project Management