

# The RVB Group

## RACHEL BELL, FOUNDER

### INFO

**Address**

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TheRVBGroup.com

**NAICS Codes**

541613, 541820, 541810,  
541611, 711510

**DUNS Number**

024353035

### EDUCATION

**Master of Arts**

English

University of Texas San Antonio

**Bachelor of Arts**

Communications and English

Double Major

Saint Mary's College, Notre Dame

### SKILLS

Copywriting and Editing

Public Relations

Communications Strategy

Message Development

Newsletters and Publications

Optimized Digital Copy

Social Media and Blogs

Research

Creative Management

### MISSION

The RVB Group is the communications partner of choice for organizations that value exceptional content.

### VISION

We want to help organizations realize their potential to communicate better with content that is strategic, compelling, well targeted, and grammatically correct.

### VALUES

We believe in the power of language. We appreciate working with organizations that also value high standards, effective collaboration, inspired quality, personal service, attention to detail, and enthusiastic engagement.

### PROFILE

The RVB Group specializes in content development and writing at an enterprise scale for local, national, and international clients. We craft effective messages and content across traditional and digital channels. We manage public relations projects and contribute to integrated teams with specialized, seamless support. We also consult with companies that want to more authentically communicate with military audiences.

- Certified Texas HUB (ESBE, HABE, MBE, SBE, WBE)
- Member, San Antonio Chamber of Commerce
- Member, San Antonio Hispanic Chamber of Commerce
- Member, Coalition for Veteran-Owned Businesses

### EXPERIENCE

As seasoned communicators, we're especially adept at helping to simplify complicated information within large organizations to create compelling, accurate copy that meets targeted objectives.

We produce optimized website copy, blog posts, social media, magazines/newsletters, reports, presentations, and more.

Client experience includes USAA, The United States Department of Defense (Installation Management Command Department of Morale, Welfare and Recreation), Kimpton Hotels and Restaurants, Hyatt, Tesoro/Andeavor, KSAT-TV, Texas Biomedical Research Institute, and more.

Rachel Bell is an active-duty military spouse with Washington, D.C.-based experience from global public relations agencies Ogilvy and Burson-Marsteller. She managed projects in public affairs and technology practices.