

The RVB Group

RACHEL BELL, FOUNDER

INFO

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TheRVBGroup.com

**NAICS Codes**

541613, 541820, 541810,
541611, 711510

**DUNS Number**

024353035

MISSION

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

VISION

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

VALUES

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

CORE BELIEFS

We believe in **strategy** first, with a clear objective and targeted outcome.

We believe in crafting your **story** and communicating it well.

We believe in authentic connections, and **substance over splash**.

We believe in **strong** writing, defined messages and correct grammar.

We believe in working with good people who **share** our passions and beliefs.

EDUCATION

Master of Arts

English

University of Texas San Antonio

Bachelor of Arts

Communications and English

Double Major

Saint Mary's College, Notre Dame

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 multiple 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, Coalition for Veteran-Owned Businesses

CAPABILITIES

Copywriting and Editing

Public Relations

Communications Strategy

Message Development

Newsletters and Publications

Optimized Digital Copy

Social Media and Blogs

Research

Creative Management

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.

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.