

# The RVB Group

Public Relations  Communications

## RACHEL BELL, FOUNDER

### INFO



#### Address



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#### NAICS Codes

541613, 541820, 541810,  
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#### DUNS Number

024353035

### EDUCATION

#### Bachelor of Arts

Communications and English  
Saint Mary's College, Notre Dame

#### Master of Arts

English  
University of Texas San Antonio

#### V-WISE (post-graduate) Program

Institute for Veterans and Military  
Families, Syracuse University

### SKILLS

Copywriting and Editing  
Public Relations  
Communications Strategy  
Message Development  
Newsletters and Publications  
Optimized Digital Copy  
Social Media and Blogs  
Research and Reporting  
Creative Management

### MISSION

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

### VISION

We want to help organizations tell their stories with strategic content that is compelling, targeted and grammatically correct.

### VALUES

We appreciate working with organizations that also value integrity, high standards, effective collaboration, inspired quality, personal service, attention to detail and authentic 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 using data and **substance over splash**.

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

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

### PROFILE

The RVB Group specializes in writing public relations content to engage targeted communities. We can share well-researched insights and simplify complicated information to create compelling copy and drive results. We've worked with government entities, large organizations and small businesses. We're nimble enough to contribute to large, diverse communications teams in various ways, and subcontract specialized support as needed.

- Certified Texas HUB (ESBE, HABE, MBE, SBE, WBE)
- Member, Coalition for Veteran-Owned Businesses

### EXPERIENCE

Client experience includes the Department of Defense, University Health, CVS Health, H-E-B, Kimpton, Hyatt, GDC Marketing + Ideation, USAA, KSAT-TV, Tesoro, Zachry, Humana, Texas Biomedical Research Institute, Soldiers' Angels, San Antonio Stock Show & Rodeo and Clarity Child Guidance Center.

Rachel Bell founded The RVB Group in 2004, and has Washington, D.C.-based experience from global public relations agencies Ogilvy and Burson-Marsteller where she worked in public affairs and business development.

We're **proud to distinguish ourselves from our competition** through the many long-term relationships we've built with partners and clients who confidently recommend our services.