

Rachel Glueck

To Whom It May Concern,

I am excited to apply for the position of part-time Content Writer. I am a published author (*The Native Mexican Kitchen*, Skyhorse Publishing, 2020) and a world traveler with 12 years of experience in content writing on food and travel.

In my current work as the owner and manager of El Refugio Mezcalería in Todos Santos, Mexico I have been solely responsible for all of the web, blog, email list, social media, and promotional content, the creative spirit descriptions for an ever-changing mezcal list (see sample attached), as well as the research, narrative, and promotion of our cookbook. Within two months of opening we were offered literary representation to write a cookbook by an agent familiar with my travel writing. Through my writing and innovative marketing techniques I grew and managed our email list from 50 to 800 in one year, which helped us to presell over 400 copies in of our cookbook in 4 weeks directly to customers.

Although our restaurant has closed due to the global health crisis, we have just launched a crowdfunding campaign for our mezcal brand for which I wrote the content and marketing copy. So far, we've raised 38% of our goal in the first three hours. (<https://www.indiegogo.com/projects/el-refugio-mezcal>)

I began my writing career by founding the food blog for Nopa Restaurant in San Francisco as a way to engage Nopa's clientele with the purveyors that provided local, organic food and wine. Prior to opening El Refugio I wrote for various culinary publications, including *Whetstone Magazine* and *Mezcalistas*. My piece was also short-listed in the Passport and Plate food writing competition and later published in the World Nomad's Cookbook.

As an incurable world traveler I have always sought out hidden, local experiences to get to the soul of a place. I kept a Wordpress blog of my travels for many years while working on an olive farm in France, studying Buddhism in a Nepalese monastery, and sailing on a handmade ship to Panama. Sharing the diverse cultures and perspectives of the world is one of my deepest passions.

I am confident that with my creative writing and research and innovative travel style will bring fresh energy and engaging content to your business.

Regards,
Rachel Glueck