Rachel Herschmann

Social & Brand Strategist

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Strategist with six-plus years across social, brand, content, product marketing and customer research. At VML I lead social and content strategy for Google Health, including the launches of the Fitbit Air and Fitbit Edge. I turn audience, cultural and competitor insight into platform-native content plans, creative briefs and partnerships, from concept through launch.

EXPERIENCE

VML · Senior Social Manager, Google — Nov 2025 – Present

Strategy across Google product teams, led by Google Health; present strategy and recommendations directly to Google.

- **Google Health rebrand & Fitbit Air launch:** Shaped social brand personality and positioning as Fitbit rebranded to Google Health, balancing Fitbit's long-built trust with Google's vision for AI-powered health. Owned social and content strategy, launch calendar, creative briefs and partnerships, including the Stephen Curry Fitbit Air Special Edition, which gained 1.8K+ likes on its launch reel.
- **Fitbit Edge launch:** Led social strategy for Google Health's newest tracker; the launch content earned 4.1K+ likes on its lead post.
- **Fitbit Air Metal Mesh band:** Positioned the band as an accessory, pushing the brand toward high-end, editorial product.
- **Google Health always-on:** Own the monthly evergreen social strategy, turning Google Health app features like the Gemini-powered Health Coach, and cultural moments, into a steady content plan.
- **Google Workspace:** Defined the product narrative for Google's AI video app, using market research and competitor analysis to choose which features were most strategic to advertise. Worked directly with Google to align on product and marketing strategy, then launched a 5-part content series.

Explore Digital · Customer & Market Research Strategist — Oct 2024 – May 2025

- Built end-to-end marketing, content and brand strategies for a portfolio of client brands, grounded in market research and user behavior data.
- Presented social plans, research insights and partnership opportunities to clients; managed client goals and communications.

Art Center Canvas · Customer Experience Researcher — Sep 2024 – Dec 2024

- Found the biggest friction points in onboarding through user interviews and surveys, leading to a revised client communication and onboarding strategy.
- Turned findings into journey maps, personas and presentations that guided strategy across teams.

Talty Bar · Creative Director; Marketing Director — Sep 2020 – Sep 2022

- Secured US retail distribution at Sprouts Farmers Market (May 2022) by building the protein bar startup's brand personality, social presence and content from scratch, and running its partnerships with local fitness and wellness businesses.
- Directed a team of five on outreach campaigns, showcases, co-branded events, pop-ups and sampling programs; hired photographers and launched digital newsletters.

Earlier: Event Manager, YJP (2019 – 2020) · Event Assistant intern, Colin Cowie Lifestyle (2019)

SKILLS

Social: Social and content strategy · Launch calendars · Always-on planning · Creative briefs · Talent and brand partnerships · Social listening · Cultural trend tie-ins

Strategy: Brand positioning · Product narrative · Audience segmentation · Market and competitor research · Client presentation

Research: User interviews · Surveys · Usability testing · Journey maps and personas

Tools: Sprinklr · Adobe Creative Suite · Sketch · Canva · Miro · Airtable · Jira · Google Workspace

EDUCATION

MA, Communication Studies, The University of Texas at Austin, 2023 · Teaching Assistant, Digital Communications and Conflict Resolution

BA, Advertising, minor in Sociology, Stern College for Women, New York, 2020