

# ***RACHEL B. CARTER***

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## ***PROFESSIONAL EXPERIENCE:***

**Rachel Carter PR**, Charlotte, VT

Owner and Principal

(2006-Present)

Rachel Carter PR provides public relations, social media, and grassroots marketing services to Vermont clients. As a leading resource with the media, success comes from the ability to position Vermont clients favorably to their existing and prospective publics. Active clientele includes tourism, Vermont products, recreation, human services, business services, finance, and entertainment industries.

**Vermont: An Explorer's Guide; Published by Countryman Press**, Woodstock, VT

Co-Author

(2010-2012)

Currently editing and writing the 2012 premier Vermont guidebook's 13<sup>th</sup> edition as a co-author with nationally renowned travel writer, Christina Tree.

**Champlain College**, Burlington, VT

(2006-2007)

Instructor

Taught the two 400 level public relations undergraduate courses at Champlain College: Public Relations Campaign Development and Issues in Public Relations

**Paul Kaza Associates**, South Burlington, VT

Director of Public Relations

(2005-2006)

- ◆ Managed PR department at full service, integrated marketing communications agency.
- ◆ Directed all aspects of internal and external public relations for the agency.
- ◆ Supervised the public relations staff.
- ◆ Conducted the RFP process for all public relations work.
- ◆ Active in new business acquisition and networking opportunities.
- ◆ Lead account contact for Inland Real Estate; Planned Parenthood of Northern New England; TD Banknorth (VT); Warren County, NY Tourism Department; MVP Health Care (VT); Vermont Department of Forests, Parks & Recreation; National Life Group & Vermont Maple Foundation.

**Public Relations Account Executive**

(2002-2004)

- ◆ Managed regional and national public relations accounts for the Woodstock Inn & Resort, Vermont Department of Tourism, Vermont Department of Vocational Rehabilitation, National Life Group, Vermont Housing & Conservation Board, Lake Champlain Maritime Museum, Nectar's Restaurant & Club, Vermont Department of Forests, Parks & Recreation, and Special Olympics Vermont.
- ◆ Specific responsibilities included management of media database, proactive media relations, targeted pitching, deskside visits, crisis management, website content coordination, event development and planning, and writing/editing for newsletters, press releases, pitch letters, press kit content, and proposals.

**Phillips Financial Group – A New England Financial Agency, Burlington, VT**

Marketing Director

(2000-2001)

Implementation of marketing strategies, development of target markets, implementation of successful mentorship units and recruiting efforts, coordination of community and industry public relations, creation of all in-house graphic design work, marketing training procedures, coordination of all industry events, management of marketing budget.

**Polhemus, Inc.** (job placement agency assignment), Colchester, VT

Corporate Accounts Representative

(2000)

Responsibilities included basic customer service, data entry of purchase orders, updating shipping information, administrative work for public relations and marketing departments and reorganization of several procedures including loaned merchandise and sales tracking.

**Girl Scout Council of Cumberland Valley, Nashville, TN**

Teen Program Manager

(1998-2000)

Managed, organized, and created programs and events for over 3,000 teen Girl Scouts in Middle Tennessee and Southern Kentucky. Specific responsibilities included managing the Gold and Silver Awards, designing special incentives for girls to stay in Girl Scouting, creating teen publications, coordinating volunteer program support, budgeting, and task group facilitation.

**Dutchess County Girl Scout Council, Inc., Poughkeepsie, NY**

Public Relations Intern

(1997-1998)

Coordinated and ran Girl Scout events, produced newsletters, fliers, and other publications, wrote press releases, conducted research analysis, prepared and delivered presentations.

***EDUCATION:***

**Bachelor of Arts degree**, May 1998, *Magna Cum Laude status*

**Marist College, Poughkeepsie, NY**

Public Relations & Organizational Communication major, Music minor; *G.P.A. 3.6*

***PRESENTATIONS:***

Brandon Area Chamber of Commerce – *Seminar Presenter, 2010*

Vermont Business & Industry Expo - *777 Expert Panelist, 2010*

Women Business Owner's Network – *Annual Marketing Conference Opening Speaker, 2010*

Vermont Travel Industry Conference – *Workshop Presenter, 2010*

Vermont Wood Manufacturer Association – *Seminar Presenter, 2010*

Rutland County Chamber of Commerce – *Seminar Presenter, 2010*

Addison County Chamber of Commerce – *Seminar Presenter, 2009*

Stowe Areas Association – *Seminar Presenter, 2009*

Vermont Travel Industry Conference – *Dual Workshop Presenter, 2009*

Women Business Owner's Network – *Annual Marketing Conference Workshop Presenter, 2009*

Center for Media & Democracy – *Media Maven Lunch Series Presenter, 2009*

Women Business Owner's Network – *Chapter Luncheon Presenter, 2008*

Vermont Association of Wedding Professionals – *Annual Conference PR Panel, 2008*

Williston Rotary Club – *Presenter, 2005*

Massachusetts Forensic League – *Multiple Medal Winner & State Finalist, 1993-1994*

## ***HONORS:***

Vermont Business Magazine Rising Star Award – 2010  
Vermont Vibes Blog Recognized Nationally in Pontiac Performance Magazine – 2009  
Vermont Business & Professional Women – 2008 *Young Careerist of the Year*  
Burlington Business & Professional Women – 2008 *Young Careerist of the Year*  
Green Mountain Green Pages – *Included in Directory: 2008 – 2010*  
Business.com – *Recommended in Guide to PR Agencies in Vermont, 2008*  
DirectoryM.com – *Recommended as a Top PR Firm in Vermont, 2008*  
Miss Vermont Scholarship Program – *Official Judge, 2005 Pageant*  
Hurricane Island Outward Bound School – *Alumni*  
Marist College Intern of the Year Award – *1<sup>st</sup> Runner-Up*  
Alpha Kappa Psi Professional Business Fraternity – *Alumni*  
Alpha Chi Scholastic Honor Society – *Alumni*  
Girl Scouts of the USA – *Alumni, Silver and Gold Award honoree*

## ***SUPPORTS:***

American Heart Association – 2009 *Go Red For Women Table Sponsor, Donor 2008 – 2010*  
Charlotte Food Shelf – *Donor*  
East Charlotte Tractor Parade – *Volunteer & Sponsor, 2010*  
Special Olympics Vermont – *Past Penguin Plunger, Donor*  
Vermont Mozart Festival – *Donor 2009 – Present*  
Vermont Public Radio – *Donor 2009 – Present*

## ***ASSOCIATIONS:***

Addison County Chamber of Commerce  
Lake Champlain Chamber of Commerce  
Women Business Owner's Network  
Vermonters for a Sustainable Population  
Vermont Chamber of Commerce  
Vermont Travel Industry Conference Committee Member

## ***SKILLS:***

Public Relations, Marketing, New Media, Traditional Media, Social Networking, Grassroots Communicating, Blogosphere, PC and Mac Capabilities, Cision Media Database, Internet Research, Basic Design, Photography, Search Engine Optimization, Home Decorating, Wood Refinishing, Singing, Acting, Public Speaking, Gardening

## ***PREVIOUS EXPERIENCES:***

Residential Counselor at Hillcrest Residential Treatment Center, 1995-1997  
Telephone Salesperson for *Berkshire Eagle* newspaper, 1994  
Girl Scout Camp Counselor at Camp Marion White, 1990-1995  
Advocate on Governor William Weld's Peer Leadership Council, 1992-1994  
Housecleaner, 1994, 1998, 2000