

Rachael McIntosh

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EDUCATION

Bachelor of Arts in Journalism and Mass Communications

University of South Carolina | Columbia, SC

Dec 2021

Major: Visual Communications

Minor: Art Studio - concentration in Photography

GPA: 3.9

EXPERIENCE

Director of Media and Communications

Christ Church Presbyterian | Mount Pleasant, SC

Jan 2022 - Present

- Manages all facets of social media, including writing copy and creating content, for a 200+ member congregation, resulting in an increase of 298.75% engagement over the last 12 weeks
- Provides creative strategy and editorial leadership for digital communications and engagement campaigns resulting in more cohesive brand and unified storytelling across all platforms
- Simplifies communication across multi-faceted teams via scheduling coordination and strategic project management for a network of 20+ members, resulting in heightened organization-wide communication
- Manages and orchestrates internal and external PR for the organization, including inquiries and administrative duties
- Orchestrated, planned, and executed two large-scale outreach events impacting the lives of 40+ children in the Charleston area, and lead a team of 25+ community partners, in annual 3-day outreach initiative

Event Coordinator

Gospel Reformation Network

May 2022 - Present

- Oversees on-site event organization, planning, set up, and volunteer leadership for 4 events per year with 200+ attendees
- Leads all executive social media content creation during events including visual note creation

Communications Intern

First Presbyterian Church ARP | Columbia, SC

May 2020 - Dec 2021

- Filmed, produced, and edited 20+ videos per month for brand-wide use in ministry, education, promotion, and entertainment across all media platforms
- Photographed and edited high-quality images for website, social media, events, promotion, and print publication

Photographer

Columbia, SC | Charleston, SC

May 2019 - Present

- Orchestrates and curates professional photo shoots for 20+ clients, collaborating to meet their needs
- Delivers high-quality images for print and digital use by a set deadline

VOLUNTEER EXPERIENCE

CreatAthon

University of South Carolina | Columbia, SC

Oct 2021

- Worked with a team of six for 24 consecutive hours to create and develop branding materials for a local nonprofit to gain local and legislative funding
- Produced a new branding system including logo, business card, letterhead and website mock-up

College Ministry Leadership and Hospitality Team

First Presbyterian Church ARP | Columbia, SC

Aug 2019 - Dec 2021

- Planned engaging and welcoming social events, trips, and ministry opportunities for 40+ college students

SOFT SKILLS

Collaborative Problem-Solving
Cross-functional Coordination
Empathy-driven Leadership
Organization
Mentorship

TECHNICAL SKILLS

Adobe Lightroom - Expert	You Tube - Expert
Adobe Illustrator - Expert	Canva - Expert
Adobe Photoshop - Intermediate	DaVinci Resolve - Expert
Adobe InDesign - Intermediate	Mailchimp - Proficient
Adobe Premier - Proficient	Wix - Proficient

PORTFOLIO

