



# RACHEL WHITTAKER JONES

## PROFILE

I'm a Catholic woman whose intentional gratitude, positivity, and commitment to serving God and others define me. As a former journalist, I am trained to meet deadlines without fail, manage multiple projects, and deliver under pressure. I'm a lifelong learner eager to build relationships with clients and focus on answering their customers' burning question, "What's in it for me?" We'll do that with integrated communications campaigns – and ongoing content – that solve customers' problems. I can't wait to get started.

## CONTACT

EMAIL:  
[rachel.whittaker1689@gmail.com](mailto:rachel.whittaker1689@gmail.com)

PHONE:  
504-722-0390

WEBSITE:  
<https://www.rachelwjones.me/>

## EDUCATION

### University of Florida Graduate School

August 2020 – April 2022

Earned M.A. in Mass Communication (Public Relations) from UF

**Awards:** Master's Graduation with Distinction – College of Journalism & Communications

### Louisiana State University

August 2007 – May 2011

Earned B.A. in Journalism from LSU's Manship School

**Awards:** 2007 Centennial Award, 2009 Barbara Calvit Rogers Scholarship for Outstanding Journalism Student, TOPS Scholarship.

## WORK EXPERIENCE

### St. Louis Catholic High School – Asst. Director of Communications

August 2018 – May 2020

Hired in 2018 to spearhead database management & donor stewardship at Lake Charles' only Catholic high school. Promoted in 2019 to create & execute a school communications plan. Achieved goals of increasing enrollment (+7%) and annual fund gifts (>\$100,000 in inaugural year) with email marketing, social media & web content, & event planning tactics. Wrote, designed & distributed weekly parent e-newsletters and wrote/project managed the *Spirit of St. Louis Catholic* annual magazine.

### New Orleans Business Alliance – Marketing Communications Mgr.

October 2016 – May 2018

Provided project management and support for all NOLABA communications & marketing projects. Wrote all content for NOLABA's 2016 & 2017 annual reports. Distributed e-newsletters and developed editorial calendars for social media channels. Produced monthly social analytics reports & presented to CEO.

### NOLA.com | The Times-Picayune – Sports Reporter/Videographer

August 2012 – September 2015

Anchored NOLA.com's video coverage with daily "Black and Gold Today" and "Talkin' Tigers" shows. Always wrote and hosted, and occasionally shot and edited shows. Wrote sports feature stories.

### Lake Charles American Press – Multimedia Journalist

July 2011 – July 2012

Selected as the first female sports journalist at Lake Charles' #1 daily newspaper. Launched a sports video series that extended to twice weekly after gaining popularity & attracting sponsorships.

## RELEVANT SKILLS

- **Technology:** Mac & Microsoft Office daily user; Project management (Google Suite, Asana); Social media management (Hootsuite, Sprout Social); CRM/database management experience; Email marketing (MailChimp, ConvertKit); Web development (WordPress, Squarespace); Video producing/editing (iMovie, Adobe Spark); Graphic design (Canva); Podcasting (Zoom, Zencastr, Audacity).
- **Facebook – Certified Community Manager** – Nov. 5, 2021
- **Google Analytics Academy – 2 Certifications** – Google Analytics for Beginners (2020) & Advanced Google Analytics (2021)
- **Hootsuite®** – Social Media Marketing Certificate: Social Media Marketing, Strategy, Community Building & Content Marketing (2015)

# VOLUNTEER EXPERIENCE

## **Our Lady of Good Counsel Catholic Church – 10<sup>th</sup> & 11<sup>th</sup> Grade Religious Education Teacher**

2021-2022

Taught Lake Charles high school students foundations of the Catholic faith and how to live it as they prepared for the sacrament of Confirmation. Incorporated active learning strategies & group discussions into lesson plans to help students retain core concepts.

## **American Heart Association – Paul “Bear” Bryant Coach of the Year Awards**

2015-2020

Planned and executed public relations coordination of this event. Began writing finalist bios for the program and press releases in 2015 and advanced to hosting AHA's Facebook Live video broadcast in Houston in 2018. Secured an annual post-awards ceremony live interview with the winning coach.