



RACHEL WHITTAKER JONES

PROFILE

I was born in New Orleans and just moved to the Baton Rouge area. As a journalist by trade, I love to write, create ideas and embrace the changing media landscape.

I'm eager to work and build lasting client relationships. I can't wait to put my graduate school skills to use and build integrated communications campaigns that solve customers' problems and get results for them.

CONTACT

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EDUCATION

University of Florida Graduate School

August 2020 – May 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. Helped increase 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, Google Docs & Microsoft Office daily user; Project management (Asana prior experience); Public relations platforms (Meltwater & Cision); Social media management (Facebook, Twitter, Instagram); Email marketing (MailChimp, Constant Contact; ConvertKit); Video producing/editing (iMovie, Adobe Spark); Graphic design (Canva); Podcasting (Zoom, Zencastr, Audacity); Web development (WordPress, Squarespace).
- **Facebook – Certified Community Manager** – Nov. 5, 2021
- **Google Analytics Academy** – Google Analytics for Beginners (2020) & Advanced Google Analytics (2021)

VOLUNTEER EXPERIENCE

Our Lady of Good Counsel Catholic Church – 10th & 11th 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. From 2015-2016, wrote finalist bios for the program and sent the press release about the winner over the wire. From 2018-2020, returned to host AHA's Facebook Live video broadcast in Houston.