

RAE CARTER

~ COMMUNICATION PUNDIT ~ FACILITATOR ~

~ EMPOWERMENT COACH ~

~ HEALING NAVIGATOR ~

Raising the Impact of Our Voices for Change



*A reclaimed light
shines from my heart.*

*A reinvented life
is empowered to start.*

*A grounded energy,
a strong voice;*

*Co-creating change
is a compassionate choice.*

KNOWLEDGE

Consumer Behavior

Culture Change

Environmental Technology

Finance

Herbalism

Holistic Healthcare

Local Economy

Music

Nonprofit Organizations

Small Businesses Operations

State Government

Sustainable Agriculture & Food Systems

Tourism & Hospitality

CONTACT

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INTENTIONS

- ◆ Influence changing societal norms and honor diverse perspectives with meaningful stories to generate impact and action.
- ◆ Shift to more empowered organizational cultures by embracing and inclusive, holistic, and relationship-based approach.
- ◆ Co-create heart-centered social change around shared visions and collective impact to help rebalance and transform systems.
- ◆ Build community engagement to support compassion, respect, and collective healing.
- ◆ Encourage personal advocacy and empowerment to help people reclaim their personal power and raise the impact of their voices for individual healing and justice in society.

PROFESSIONAL SKILLS

Consumer Education & Marketing: Proven expertise over 20 years in the creation and deployment of numerous campaigns for small businesses, small corporations, nonprofits, and government. Social media and grassroots marketing pioneer early in career developed into a deep understanding of consumer behavior, branding, and ability to execute marketing tactics for social change and socially responsible businesses.

Communications & Writing: Adept at targeting messages in relevant outreach channels to engage audiences by encouraging participation and sparking dialogue in intended conversations. Demonstrated ability over a 20-year career to implement and direct public relations, advocacy, media relations, social media, community relations, crisis communication, writing, editing, public speaking, research, photography, videography, and story development.

Facilitation & Leadership: Skilled at facilitating government, nonprofit, and private sector collaboration using a collective impact approach to coordinate efforts around a common agenda. Talented at using an inspirational leadership style to create space for multiple voices to feel empowered to share perspective and advocate for their needs.

Development & Training: Diverse background in entrepreneurship, business development, organizational management, fundraising, and employee training. Astute at networking, network development, and strategic planning to support growth of a business, organization, concept, or campaign. Engaging and effective collaborator, speaker, trainer, and educator.

Events & Project Management: Experienced creating space and bringing intentional design to organizing, planning, producing, and promoting events and project outcomes that generate togetherness and meet intended outcomes.



RAE



“There are two ways of spreading light:
To be the candle or the mirror that reflects it.”
~ Edith Wharton

PERSONAL ASSETS

- ◆ Robust and diverse network of contacts, collaborators, and co-conspirators.
- ◆ Social media pioneer during Great Recession, young Generation X-er with unique vantage point to navigate communication and experiences between Baby Boomers and Millennials.
- ◆ Balanced ability to empower and motivate engagement in creative process and execute actionable results to solve problems and reframe perspectives.
- ◆ Recognized as Vermont Business Magazine Rising Star '10; Vermont Young Careerist of the Year '08.
- ◆ 2,000 square feet of nutrient dense soil in organic agricultural production for healing/culinary herbs.
- ◆ Seven acres of mixed-use garden and pavilion event space, agritourism, herbal production, and forest land.
- ◆ Successful navigation of cancer diagnosis between conventional and holistic medicine, which created a spiritual awakening and energetic consciousness connected to all humanity.
- ◆ Ceremonial guidance as an ordained minister with the Universal Life Church.

EDUCATION

Marist College, Poughkeepsie, NY 1994-1998

Bachelor of Arts: Public Relations & Organizational Communication

Music Certificate: Vocal Performance

The Voice Incorporated, 2019

Voice, Movement & Somatic Learning Course

Central Vermont Reiki, 2019

Level One Reiki Certification

The Science & Art of Herbalism, 2020

Rosemary Gladstar's Certification Course

EXPERIENCE

Owner/Creatrix, EmpowR ~ 2019-Present

Herbalist, Steward & Facilitator, Forest Magic Healing Sanctuary ~ Present

Logistics Coordinator, New England Women's Herbal Conference ~ 2019

Board Member, Vermont Businesses for Social Responsibility ~ 2017-Present

Communications Director, Vermont Sustainable Jobs Fund ~ 2013-2018

- ◆ Facilitated government, nonprofit, and private sector collaboration and social marketing to promote sustainable economic development in Vermont to elevate the well-being of people, communities, and the environment.
- ◆ Managed organizational outreach, social media, marketing, and public relations for VSJF and all programs and services in agriculture and food systems, forest products, waste management, renewable energy, and environmental technology sectors.
- ◆ Co-created, managed, and facilitated implementation of the statewide Farm to Plate Network's Rooted in Vermont campaign to increase consumer demand for local food and beverages. Consumption increased to 12.9% in 2017 from 5% in 2010, surpassing the 2020 legislative goal.

Author/Journalist ~ 2010-2013

- ◆ Co-author of *VERMONT: An Explorer's Guide*; other publications include *Yankee Magazine*, *Vermont Life*, *Small Farm Quarterly*, *Daily Yonder*.

Owner/Principal, Rachel Carter PR ~ 2006-2013

- ◆ Public relations, grassroots marketing, and social media services for Vermont clients spanning multiple industries.

Tourism & Food System Specialist, VBSR Marketplace ~ 2012-2013

Public Relations Instructor, Champlain College ~ 2005-2006

Director of Public Relations, Paul Kaza Associates ~ 2002-2006

Marketing Director, New England Financial ~ 2000-2001

Corporate Accounts Representative, Polhemus ~ 2000

Teen Program Manager, Nashville Girl Scout Council ~ 1998-2000

Counselor, Hillcrest Residential Treatment Center ~ 1995-1998

Girl Scout Camp Counselor ~ 1990-1995