

Rachael D. Chapman

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OBJECTIVE

Motivated, flexible and organized Media Specialist with strong leadership, work and internship experience seeking new opportunity to utilize knowledge and expertise, while also further developing professional skill-set.

EDUCATION

Bachelor of Arts in Communications | Eastern Kentucky University | May 2010

· *Major:* Broadcast Communications/Media Studies

· *Minor:* Public Relations

· *Related coursework:*

Video Production & Editing

Public Relations Writing

News Writing

Writing & Reporting News

Public Relations Principles

Basic Media Skills

Media Law

Performance in Electronic Media

Computer Lit with Software Application

PROFESSIONAL EXPERIENCE

Community Liaison | The Brook Hospitals | September 2019-Current

- Monitor ongoing communication with referral sources and act as a liaison in accessing hospital services.
- Report progress of referral contacts and marketing development to Marketing Director/CEO.
- Continue to develop new referral sources.
- Regularly attend meeting team and community meetings.
- Promote hospital services and represent hospital in professional manner.
- Increase awareness of patient services provided by the hospital.
- Develop activities to promote hospital services.
- Assist in marketing special events.
- Serve on community boards/committees relating to services provided by the hospital

Media Producer Director | Tennessee Department of Health | July 2017-June 2019

- Responsible for communications work of average difficulty in directing and producing public affairs and/or instructional television programs, or media and performs related work on a monthly basis as required.
- Demonstrates ability to communicate verbally and in writing with all levels, including state officials, colleagues, management and vendors.
- Provides comprehensive webinar/technical support to entire Division of Family Health & Wellness.
- Organized and facilitates media-related trainings for staffs as needs are identified.
- Develops systematic protocols for various day-to-day media-related procedures for Division-wide implementation.

Literacy Specialist | Jefferson County Public Schools | August 2012 – October 2017

- Provide instruction, counseling, appropriate learning material and experiences for 1200 middle school students and provide evaluation of students' progress and achievement daily.
- Plan and implement parent and child interactions and activities daily.
- Implement comprehensive education program for participants under the supervision of classroom teacher when appropriate.

Sales & Acquisitions Manager | PHC of Missouri | May 2011 - July 2012

- Sales & growth reporting-Managed 20 associates & track sales, averaged \$10-\$15 thousand dollars monthly individually.
- Travel with company for acquisitions and new store conversions.
- Daily reporting & bi monthly inventory auditing duties.
- Monthly small group employee training and recruiting when necessary.
- Assisted in the creation of regional employee handbook and internal communication.

Station Intern | WEKU Radio – Eastern Kentucky University | Spring 2010

- Writing copy/editing copy.
- Managed station events and programming schedule on website.
- Assisted in planning and overseeing campus wide NPR fundraising events.

Sales Marketing Intern | WDKY FOX 56 | Fall 2009

- Managed programming and community events schedule online on a day-to-day basis.
- Track and report advertising sales on a weekly basis.
- Reviewing & editing copy.

Physical Therapy Technician | University of Louisville Hospital | August 2004 – May 2006

- Communicate with patient, families and staff throughout the hospital.
- Worked inpatient & outpatient services.
- Reporting & supply ordering.
- Administrative & clerical duties.
- Assisted in physical, occupational and speech therapy.

ADDITIONAL INFORMATION

Technical Skills

- Over eight years' experience in various areas of communications, marketing and public relations.
- Five years' experience in educational literacy and leadership.
- Proficient in Adobe Creative Cloud, Adobe Connect, WebEx, Presenter, Adobe Captivate and a variety of other audio-visual software and equipment.
- Experience with Microsoft Office, Outlook and SharePoint.
- Strong verbal and written communication skills; to include facilitation of sales acquisitions.
- CPR | First Aid Certified.

Leadership and Volunteer Activities

Board Chair	[I Would Rather Be Reading]	[Sept. 2019-Current]
Volunteer	[TN Achieves]	[August 2017-Current]
Media Training Facilitator	[TN Department of Health]	[August 2017-2019]
Volunteer & Tutor	[Noe Middle School]	[August 2012-2016]

PROFESSIONAL REFERENCES

- Stephanie Jeffers- stephanie.jeffers@jefferson.kyschools.us 502-641-7243
- Shaquallah Shanks- shaquallah.shanks@tn.gov 915-443-1393
- Amber Jackson- amber.jackson@tn.gov 615-788-4398
- Jana Petrovski- jana.petrovski@jefferson.kyschools.us 502-387-5835
- Abbey Pierce- abbey.pierce@jefferson.kyschools.us 502-345-7971

