

# Rachel Yeager

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## Education

**University College London**, M.A. Global Communications, 2020

- Graduated with Distinction, equivalent to American Summa Cum Laude

**The University of Texas at Austin**, B.A. International Relations, B.A. History, B.A. Government, 2019

- Overall GPA 3.50, International Relations 3.55, History 3.67, Government 3.67

## Professional Experience

**Royal College of Anaesthetists**, Media and Communications Officer, *March 2023 - December 2025*

- National charity responsible for the provision of anesthesia in the United Kingdom.
- Translated complex scientific information into accessible storytelling. Responsible for writing press releases, coordinating with stakeholder organizations, and pitching journalists.
- Supervised the social media officer on outputs and public feedback relating to my campaigns. Analyzed results based on audience and engagement metrics for improvement.
- Led project management for the annual organization conference in 2024 and 2025. Developed a communication strategy and implemented by supervising social media content from the Social Media Officer and on the ground production of video and photography
- Designed and produced multimedia content, including video scripting, production, photography, and editing, for cross-platform distribution across social media, web, and email. Used Canva for social media design and SharePoint for internal communication.
- Generated national media coverage, including outlets such as The Times and BBC Radio.
- Coordinated responses to media enquiries. Organized interviews and statements with executives and experts. Prepared for and reacted in real time for crisis communications.
- Monitored media coverage and produced daily reports for executives, tracked trends, and predicted future media inquiries based on analysis, using Vuelio software.
- Facilitated media training for leadership. Led internal comms training across the organization.
- Promoted charity's leadership and diversity through written profiles and photography.
- Edited other departments' outputs and all blog posts to maintain brand voice and style.
- Managed multiple webpages on the organization's website using Drupal.
- Founded and led an internal book club dedicated to reading diverse voices.

**City of Austin**, Public Information Specialist, *July 2021 - January 2023*

- Coordinated responses to media inquiries, consistently met deadlines, and contributed to the writing and editing process. Prepared executives for interviews.
- Improved the department's reporter satisfaction survey in all categories.
- Wrote press releases, statements, website copy, social media posts, internal newsletters, stakeholder communication, and internal and external surveys
- Led public outreach for restructuring a program. Designed an online survey, tested questions with stakeholder groups, marketed the survey, analyzed results, and presented to leadership.
- Ensured outputs met accessibility and ADA compliance, applying UX/UI principles to optimize readability, navigation, and digital engagement across web and mobile platforms.
- Photographed and videoed the operations team for promotional content, edited in Adobe suite.
- Hosted stakeholder meetings with department experts and concerned citizens.
- Oversaw financial reporting as the team's financial liaison and holder of City credit card. Responsible for all purchases under \$3,000 and collaborated on larger purchases.
- President of the department's chapter of Toastmasters, a club for improving public speaking.

**The Daily Texan**, Reporter, *Sept 2015 - Dec 2015*, Columnist, *Jan 2018 - May 2018*

- Published on average three times a week as a reporter and once a week as a columnist.
- Pitched original ideas for opinion pieces and followed current events to cover in real-time.