



# RACHEL PERRY

## COMMUNICATIONS STRATEGIST

### PROFESSIONAL PROFILE

As a seasoned, strategic, and senior communications leader, I give a powerful voice to ideas, people and organizations seeking to change the world.

Dedicated, driven and enthusiastic, I thrive in roles where I can help shape the future of an organization and its positive impact. Building strategy, teams and plans that create multimedia content & campaigns to engage and move people to action is my superpower.

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### KEY SKILLS

Communications Strategy

Consultative Collaboration

Team Leadership

Coaching

Messaging & storytelling

Marcom Campaigns

Content Strategy

Writing & Editing

PR

Crisis Communications

### WORK EXPERIENCE

#### UNITED WAY WORLDWIDE

Senior Director, Content & Stakeholder Communications /  
2018 – Present

Lead messaging, storytelling, content creation & strategy for the world's largest privately funded charity. Oversee marketing communications to position the organization, advance thought leadership & scale impact.

- Develop & lead execution of content strategy across platforms, including editorial calendar, collateral, videos, organic & paid social media, website
- Drive strategic approach to Paid, Earned, Shared, Owned (PESO) channels
- Co-created high-performing PSA campaign with Ad Council
- Built teams to generate engaging content, boost program visibility, carry out cause marketing and digital partner recognition
- Inaugurated donor communications & recognition strategy
- Transformed [annual report into award-winning digital narrative](#)
- Initiated & led team that created [digital report of UWW's COVID response](#)
- Create media briefings, talking points, blogs, press releases
- Provide training, advice & counsel to help network leaders tell the story
- Write & edit content for executives, internal and external audiences
- Revamped annual report into an award-winning, digital impact narrative

Other positions held at United Way since 2009:

Director of Stakeholder Communications, Director of Messaging & Content Development, Director of Education Strategy & Engagement, Communications Director of United Way Success By 6®

- Led UWW's first public engagement campaign, including national PSA campaign generating \$270M worth of PSA publicity, seeding 1,000+ local campaigns & engaging 15M parents
- Directed 18-month message refresh, developed training module & trained 6K field leaders
- Served as subject matter expert for all education PR, including pitch & briefing materials, press releases, op-eds, PR firm collaboration
- Developed & executed strategy to equip 40 United Ways to enlist 5K business leaders as effective policy champions
- Lead teams that created research-tested messaging materials, including toolkits, video & Speaker's Bureau guide

### PORTFOLIO

[rpcperry.journoportfolio.com](http://rpcperry.journoportfolio.com)



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## COMMUNICATIONS STRATEGIST

### EDUCATION

Bachelor's / Journalism  
UNC-CHAPEL HILL  
*(The Daily Tar Heel,  
Order of the Old Well)*

Digital Marketing  
Bootcamp /  
AMERICAN  
MARKETING  
ASSOCIATION

### ETC.

Instructor,  
Duke University  
Created & taught communications in  
Duke's Nonprofit Management  
Certification program 2007-2020

Adjunct Lecturer,  
Western Carolina  
University  
Created & taught media course for  
M.A. Public Administration program  
2004-2005

William C. Friday Fellow  
Wildacres Leadership Initiative  
2001-03

### WORK EXPERIENCE CONT.

RACHEL PERRY COMMUNICATIONS / 2003 – 2009  
Communications Strategist

Solo consultant specializing in education and early learning childhood communications & equipping nonprofits for cause campaigns

- Clients included governors, state agencies, coalitions, university chancellors
- Created award-winning public engagement campaign for United Way, mirroring a political campaign with "air war" and "ground war"

CAPSTRAT / Raleigh, NC. / 1999 – 2003  
Managing Partner / Public Affairs

Built public affairs practice for NC's largest independent PR firm

- Handled agency's largest clients, including universities & health insurance companies, energy and economic development organizations
- Led teams that passed 8 statewide bond, issue and regulatory campaigns (including nation's biggest higher education bond campaign)
- Coordinated research, messaging, media & advertising for all campaigns
- Created award-winning pro-bono initiative that created professional opportunities for junior staff

GOV. JAMES B. HUNT JR. / Raleigh, N.C. / 1992 – 1999  
Special Assistant / Policy & Communications / 1997 – 1999  
Press Secretary / 1992-1996

- Oversaw all gubernatorial policy & communications efforts, writing major speeches and coordinating advocacy communications
- Orchestrated statewide communications campaigns that generated public and legislative support for gubernatorial policy agenda
- Initiated policy collaboration with non-profit community

U.S. REP. DAVID PRICE / WASHINGTON, D.C. / 1988 – 1992  
Press Secretary

Served as spokesman during incumbency & two re-election campaigns

- Wrote speeches, floor statements, newsletter & campaign collateral
- Developed targeted communications strategy
- Developed, produced radio & cable TV shows