

WEBSITE
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V. RACHEL WAYNE

creative communicator, producer, and community educator
with excellent writing and project management skills

EXPERIENCE

WRITER/WEB EDITOR/
COMMUNICATIONS SPECIALIST
College of Liberal Arts
and Sciences
University of Florida
Gainesville, FL
June 2016 – present

- Interviews and storytelling of College faculty, students, postdocs, and alumni
- Copywriting for invitations, posters, handbooks, social media campaigns, press releases for local events, and other promotional and development efforts of the College and its units
- Website audit, web editing, and content management
- Event photography and live-posting

PROGRAM SPECIALIST/
RESEARCHER
Office of Sustainability
Alachua County Board
of County Commissioners
Gainesville, FL
August 2014 – April 2016

- Developing sustainable programming for gardening, clean energy, arts, and economic development in Alachua County
- Interviewing local stakeholders
- Compiling research and interview data on clean energy, economic development, and sustainability education
- Preparing board updates and interdepartmental memos

See additional experience on other side

STRENGTHS

FEATURE WRITING
University of Florida
independent

I've written dozens of profiles, news articles, stories for the College of Liberal Arts and Sciences' in-house publications (both print and digital). I've also regularly been published as a freelance writer, guest columnist, and blogger.

NEWS AND PUBLIC RELATIONS
University of Florida
DreamQuilt LLC

I've written several press releases about our faculty's research that were picked up by national and international news outlets. I've also regularly engaged the press for community and creative projects and events.

STRATEGIC
COMMUNICATIONS
University of Florida

I developed and executed campaigns and strategies to exponentially grow our following on Facebook and Twitter, and I launched our accounts on several other platforms geared toward our students, including Pinterest and Snapchat, and our alumni through LinkedIn.

PROJECT MANAGEMENT
University of Florida
Alachua County

I've spearheaded several large projects, including eight website audits/re-designs, government program development, professional development and enrichment workshops, and social media marketing campaigns.

EDUCATION

MA Anthropology
University of Florida

BA Anthropology
Valdosta State University

BFA Theatre Arts
Valdosta State University

COMPETENCIES

WRITING	● ● ● ● ●	VIDEOGRAPHY	● ● ● ● ●
EDITING	● ● ● ● ●	PREMIERE	● ● ● ● ●
PROOFREADING	● ● ● ● ●	SOCIAL MEDIA	● ● ● ● ●
INDESIGN	● ● ● ● ●	HTML5/CSS	● ● ● ● ●
PHOTOGRAPHY	● ● ● ● ●	WORDPRESS	● ● ● ● ●
PHOTOSHOP	● ● ● ● ●	BACK END	● ● ● ● ●

ENTREPRENEURSHIP

CREATIVE DIRECTOR

DreamQuilt LLC

Gainesville, FL

June 2013 – present

MANAGING DIRECTOR

DolphinWizard Puppetry
and Toys

Gainesville, FL

June 2014 – present

- ✎ Coordinating venue managers, performers, crew, and donors for arts education and community benefit events in Alachua County, FL
- ✎ Recruiting and collaborating with team to develop marketing plans, press kits, and strategic communications
- ✎ Developing workshops for youth through programs such as Gainesville Girls Rock Camp and the Hippodrome's Summer Spectacular, and for both youth and adults for events such as Active Streets, Unshame, and University of Florida events
- ✎ Recruiting and hiring event personnel
- ✎ Arranging funding for live entertainment productions and performing arts workshops

NOTABLES

- ✎ Published prize-winning research paper in *The Journal of Cultural Anthropology*, November 2013
- ✎ Received Special Program Grant from Alachua County Commission for CerridwenWorks, a nonprofit project of DreamQuilt LLC
- ✎ Conducted IRB-approved human subject research for master's thesis
- ✎ Fundraised more than \$2,000 in first year of DreamQuilt LLC operation

CURRICULUM VITAE

Department of Anthropology

University of Florida

Graduate Student in Anthropology (combined MA/PhD)

Subfield: Cultural

Track: Interdisciplinary with Film Studies, Department of English

Program: Applied Visual Anthropology

Department of Sociology, Anthropology, and Criminal Justice

College of Arts and Sciences

Valdosta State University

Bachelor of Arts in Anthropology with Honors

✎ Editor/Staff Writer, *Spectator* student newspaper

✎ Peer Tutor (Writing/English/Biology), Student Success Center

Theatre and Dance Area

College of the Arts

Valdosta State University

Bachelor of Fine Arts in Theatre Arts

✎ Properties Apprentice and Assistant Stage Manager, Theatre Arts

PROFESSIONAL SKILLS

Communications and Press: feature writing, copyediting, copywriting, ghostwriting, style editing (AP, Chicago, MLA, APA, AAA), proofreading, strategic communications

Social Media: content creation, curation, and management; digital marketing; network growth (Facebook, Twitter, Instagram, LinkedIn, Snapchat); social portfolio (Vimeo, YouTube, Pinterest, Flickr, Behance)

Photography and Videography: event photography; video production; photo, video, and audio editing (Adobe Photoshop, Premiere, AfterEffects)

Graphic Design: Adobe Illustrator, InDesign

Webmastery: web writing; photo publishing; email campaigns (Mailchimp, Emma); social and rich media integration; front end (HTML5, Bootstrap, Javascript, JQuery, CSS); back end (MySQL, PHP); content management (WordPress), SEO, accessibility

ONLINE



filmafic06



rachelwayne



thedreamqu5940



rachelwayne