



Carolina Beach

BOARD APPLICATION

BA-19-54

Received Date: November 12, 2019

Application Type: Marketing Advisory Committee

NAME: Rachel Nadeau
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LENGTH OF RESIDENCY: 2.5 years

Appointment to a Board, Commission or Committee will require your consistent attendance at regularly scheduled meetings. Are you available for:

- Evening Meetings
- Daytime Meetings

OCCUPATIONAL BACKGROUND: Marketing & Public Relations Executive

EDUCATIONAL BACKGROUND: Bachelor's in Communications

REASON FOR APPLYING: As a resident of Carolina Beach I would love to volunteer and give back to the community. I thought my professional background and skill set would make me a perfect fit for this committee.

RELEVANT EXPERIENCE: I have worked in the field of marketing and communications/PR for over 20 years, across a variety of industries including non-profit, higher education, and now healthcare. I have extensive experience developing marketing campaigns, communications strategy, public relations initiatives and management, emergency communications, event planning and implementation, and more.

COMMUNITY INVOLVEMENT: I currently serve on the Board of Directors for the Lower Cape Fear YWCA and as Chair of the Women of Achievement committee. In addition, I have volunteered for the Town of Leland, Wilmington Chamber of Commerce, and Carolina Beach Hurricane Florence assistance (handing out supplies after the storm).

Please indicate if the following is true:

- You are a property owner within the community
- You or a family member is the owner of a local business in the community
- You have been convicted of a felony

Rachel L. Nadeau

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Professional Profile

More than 20 years of marketing, communications, and public relations experience including work for top-rated universities, the nations largest singly accredited statewide community college system, one of Arizona's largest advertising and public relations firms, an international non-profit organization, and one of the largest home health providers in the Carolinas. Demonstrated success in a variety of roles including tactical marketing management, creative development, event rebranding, and media relations. Ability to mesh strategic thinking and creative ideas for a unique view of objectives.

Unique Skill Sets

- Strategic Planning
- Strategic Communications
- Branding/Corporate Identity
- Ideation
- Digital Marketing Strategy
- Media Relations/Crisis Management
- Video Direction
- Event Management
- Copywriting and Editing

Professional Experience

Communications Manager

9/2018-Present

Well Care Health, LLC, North & South Carolina

Development and implementation of an all-encompassing marketing and communications strategy supporting Well Care Health, Well Care Home Care, and Well Care Hospice service lines across the Carolinas. Utilization of methods including internal and external communications, earned media, social media, and complex digital marketing tactics. Creation and management of all corporate events, including employee recognition events, annual awards banquets, and large industry focused events. Development of specific digital marketing and communication processes designed to assist with recruitment, branding, and employee engagement.

Executive Director, Community Relations and Chief Communications Officer

1/2016-7/2018

Cape Fear Community College, Wilmington, N.C.

Responsible for the development and implementation of a comprehensive marketing and communications strategy for Cape Fear Community College (CFCC), utilizing tactics including internal and external communications, earned media, social media, digital marketing, and CFCC's digital assets to increase awareness and grow enrollment. Management of the College's social media channels including Instagram, Facebook, and Twitter, as well as developing content for multiple websites, e-newsletters, and internal platforms. Creating communications on a daily basis to increase awareness including media releases, corporate announcements, digital content and more. Identifying opportunities for increased ROI and determining which tactics and messaging will resonate with multiple target audiences.

Executive Director, Marketing & Communications

2007-2015

Ivy Tech Community College, Evansville, Ind.

Leadership, oversight, and direction of all marketing, communications, and public relations activities for Ivy Tech Community College-Southwest and Wabash Valley regions covering 16 counties. Developed and implemented strategies to expand awareness, increase enrollment and retention, and strengthen relationships with key influencers and stakeholders.

Executive Director, Marketing & Communications (cont.)

Utilized digital systems to extract targeted prospect information, create automated marketing and analyze effectiveness. Utilized email campaigns and direct mail to increase conversions from prospect to applicant. Managed the region's social media presence, media relations/PR, and all College events.

Marketing and Business Development Manager

2005-2007

Goodwill Industries of Central Indiana, Inc., Indianapolis, Ind.

Management of all marketing and public relations activities for the Goodwill Workforce Services and Commercial Services Divisions. Developed and implemented business development strategies for specific brands within Goodwill. Served as a key member of new initiative project teams, editor of *Inside Goodwill*, Goodwill's internal newsletter, led the internal team tasked with updating and rebranding the website, and served as a content contributor for Goodwill's quarterly communication piece, *Working Times*.

Marketing Specialist

University of California, San Diego (UCSD), San Diego, Calif.

2004-2005

Independently managed all public relations, marketing, and graphic design needs for the UCSD Career Services Center, which serves over 26,000 students. Designed marketing collateral for annual events and programs, managed email-marketing campaigns and edited quarterly newsletters. Developed press releases, planned unique College events, conducted staff training on media and technology and managed departmental marketing budget.

Marketing Manager

Georgia Institute of Technology, Atlanta, Ga.

2001-2004

Developed marketing campaigns for the College of Management's Executive Programs and Executive Master's Program. Supervised copywriting, proofreading, and editing of targeted collateral materials. Managed a marketing budget of \$350,000 in a method to achieve the best ROI.

Marketing Specialist

Georgia Institute of Technology, Atlanta, Ga.

2000-2001

Produced and implemented marketing and public relations campaigns for the Georgia Tech Continuing Education Department. Managed copywriting, proofreading, and editing of client marketing materials. Supervised and placed a variety of media including radio, print, and online ads.

Education: BS, Communications, University of Southern Indiana

Community Involvement:

- Carolina Healthcare Public Relations & Marketing Society, 2019
- Inspiration Lab Member, 2019
- YWCA of Lower Cape Fear, Board Member and Women of Achievement Event Chair; present
- Wilmington Downtown, Inc. (WDI), Board Member and Volunteer; 2016, 2017
- Leadership Wilmington, Wilmington Chamber of Commerce, Class of 2017
- National Council for Marketing & Public Relations, District 2 Executive Council (NC Rep.); 2016, 2017