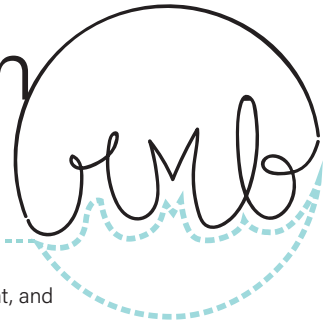


# Rachel Middleton Britain

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Marketing and Design Professional with over 10 years of demonstrated effective work in the performing arts, and non-profit industries. Skilled in graphic design, photography, social media management, brand development, and art direction. Able to complete campaigns from ideation to execution, as well as analyze performance.

## Education

Winthrop University (2008-2012)

BS Integrated Marketing Communications, Theatre Minor

## Work

EverGreene Architectural Arts | Brooklyn, NY

Marketing & Communications Specialist | February 2020-Present

My Primary responsibilities in this role include brand development, art direction, and oversight of aesthetics on all platforms including print and multimedia. I work very closely with the Marketing Director and our intern to build strategies based on our sales metrics and web analytics. Other notable areas of which I take ownership are development and design of content for our web site, collaborative development and QC of social content, award submittal, and coordination for virtual events.

The Georgetown Palace Theatre | Austin, TX

Marketing Manager | October 2017-February 2020

Once promoted to, I developed a style guide for the Palace. An established brand was something the Palace did not have before I took the role of Marketing & Media Specialist. Before hiring an assistant, I made sure to cement the branding I'd developed with a theater-wide style guide. I work closely with the Artistic, Education, and Development Directors to make sure our resources are being used most efficiently, and that our voice and branding is consistent. We have not only seen an increase in ticket sales and donations, but in the level of professionalism we see from volunteers and staff, as well as the level respect with which the community regards the theatre.

Marketing & Media Specialist | November 2016-October 2017

I took over creation of all print and graphic materials, video and photography for all productions and education programs, as well as management of our web site, social media content, and our Google business suite. I expanded the role to take over all marketing decisions previously been made by the Box Office Manager. There were noticeable benefits from my smart and consistent marketing strategies, and I was promoted within a year.

Education Administrator | May 2016-January 2017

I handled enrollment, parent communications, and took over marketing and print collateral for the Education Department. My camp counselor experience came in handy during summers, when I also helped coordinate staff and students. The Education Coordinator left just as I was hired to become the Marketing & Media Specialist, so I ran both Education & Marketing. When we hired our current Education director, I helped him hire and train a new Education Administrator.

Lexington County Recreation & Aging Commission | Lexington, SC

Assistant Fundraising Coordinator | November 2014-April 2016

Working with the Fundraising Coordinator, I undertook a wide variety of tasks to raise money for the county's Meals On Wheels program. I designed program collateral, communicated with sponsors and clients, launched their first ever social media campaign, and more. We successfully planned and executed the first year of their now annual fundraising event.

Asolo Repertory Theatre | Sarasota, FL

Special Events Assistant | September 2013-April 2014

I worked in development, under the Special Events Coordinator to organize and execute events for the full spectrum of theatre patrons. Experiences at Asolo I've found most beneficial in my career are having interacted frequently with high level donors and sponsors, observing how an equity theatre is run, and seeing high quality performances.

## Skills



## Design

Art Direction, Brand Development, Ideation and Execution, Photography, Digital Illustrations, Drawing, Painting, Copywriting

## Personal

Creative, Excellent Communicator, Leadership Skills, Collaborative, Great Time Management, Organized, Perceptive, Picks up New Skills Quickly, Flexible, Empathetic