

Rachel Middleton Britain

rachelbritain.com
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Ten plus years of demonstrated effective work as a “full stack” marketing professional, skilled in graphic design, photography, social media management, brand development, copy writing, and art direction. Extensive experience in the performing arts, non-profit, and the AEC sectors.

Education

Winthrop University (2008-2012) | BS Integrated Marketing Communications, Theatre Minor

Work

Ennead Architects | New York, NY

Communications Manager | January 2025 - Present

- + Brand guardianship and quality control for external communications
- + Plan and prepare award submissions in collaboration with firm leadership
- + Manage all award submissions from planning to completion
- + Plan, create and execute social media content and campaigns to support pursuits and brand story
- + Monitor social and web analytics via Google Analytics and Hootsuite, establish KPI's and develop strategy
- + Collaborate with leadership, graphic designer, and marketing team to create rich digital content
- + Coordinate and collaborate with external PR agency.
- + Support PR initiatives to fulfill media and interview requests
- + Record media coverage in firm's databases.
- + Research new speaking opportunities and present to leadership for review
- + Coordinate the creation of presentation materials in collaboration with presenters.
- + Create necessary materials and provide logistical support for all speaking engagements:
- + Plan, coordinate, and direct photo/video shoots with external photographers, internal design team, clients and collaborating firms

Communications Coordinator | July 2022-December 2024

- + Plan annual award submissions in coordination with firm leadership
- + Create all award submission materials and execute all submission tasks
- + Plan, Coordinate, and manage final photography for all completed projects, working with internal design team, partner firms, clients, and architectural photographers
- + Plan, create and execute all social media content and campaigns to support pursuits
- + Create content for firm website, including news pages, project pages, and additional resources
- + Monitor and implement Social and web analytics via Google Analytics and Hootsuite
- + Coordinate project coverage with Director of Marketing and external PR company
- + Coordinate with partners and principals to create presentation materials for client interviews, conferences, lectures, and other events

EverGreene Architectural Arts | Brooklyn, NY

Marketing & Communications Manager | February 2020-May 2022

- + Art Direction and brand guardianship for content on all platforms; social, web, and print
- + Brand Development; lead brand refresh
- + Built web content and social strategies based on sales metrics
- + Development and Design of web content and related social campaigns
- + Monitored and implemented Social and web analytics via Google Analytics and Hootsuite
- + Development and QC of social content, award submission, and coordination for virtual and in-person events.
- + Managed Marketing Interns
- + Acted as social media manager and sole marketing graphic designer

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The Georgetown Palace Theatre | Austin, TX

Marketing Manager | October 2017-February 2020

- +Developed branding for the Palace, including visual and content style guides
- +Lead a website overhaul and transition to Wordpress
- +Art Direction and brand guardianship for content on all platforms; social, web, and print
- +Creation of graphics and collateral for 14+ shows each season
- +Strategic Implementation of collateral for each show to best promote ticket sales
- +Work closely with Development Directors to create a successful capital campaign, raising \$4 million
- +Worked with the Artistic, Education, and Development Directors to manage budgets
- +Increased box office sales to over 2 million, Education programs to 4 million
- +Hired, trained, and managed a Marketing Assistants.
- +Managed Google Adwords, and Google business suite, all social platforms, including paid ads.
- +Worked with donors and sponsors to develop sponsor benefit packages

Marketing & Media Specialist | November 2016-October 2017

- +Created all print and graphic materials, video and photos for all productions and education programs
- +Web site management, on Wix and Wordpress
- +Social Media management and content creation
- +Expanded the role to take over all advertising decisions previously made by the Box Office Manager

Education Administrator | May 2016-January 2017

- +Responsible for parent communications
- +Marketing and print collateral for the Education Department
- +Ran Education & Marketing Departments simultaneously for 3 months
- +Helped hire and train new Education Director and my replacement.

Lexington County Recreation & Aging Commission | Lexington, SC

Assistant Fundraising Coordinator | November 2014-April 2016

Asolo Repertory Theatre | Sarasota, FL

Special Events Assistant | September 2013-April 2014

- +Worked in development under the Special Events Coordinator
- +Organize and execute events for donors and patrons.
- +Point of contact for high-level donors, sponsors, and high need patrons

Skills



Soft

Art Direction, Brand Development, Ideation and Execution, Photography, Digital Illustrations, Storytelling, Campaign Conceptualization, Copy-writing

Personal

Highly Collaborative, Excellent Communicator, Creative, Leadership Skills, Great Time Management, Organized, Perceptive, Learns Quickly, Flexible, Empathetic, Great Sense of Humor