

Rachel Gilmore

Communications Specialist

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thegilmoregirl.com

- **Professional writer** with 5 books and 250+ articles in online and print publications
- **Successful multi-channel communications experience** within non-profit and small business settings
- **Refined relationship-building skills** and experience working collaboratively with the public (patrons, donors, clients) and staff (in house/external colleagues, volunteers)
- **History of producing higher visibility, brand recognition and increased loyalty to organization** through strategic marketing, effective storytelling and event planning/execution

PROFESSIONAL EXPERIENCE

Marketing Specialist

Shorewood-Troy Public Library, Shorewood, IL | July 2018-Present

Responsible for design and content of all external communications promoting library collections, programs and special initiatives, including print and e-newsletters, social media, website, internal and external signage, press releases and more.

Highlights in the first year include:

- Conceptualizing a consortium-wide marketing concept, leading a planning team of member library representatives and overseeing the Library Road Trip campaign from start to finish
- Transitioning library to new online calendar/registration system (Communico) within my first three months
- Utilizing library data in effective, targeted communication strategies
- Creating an e-newsletter and building the audience from scratch
- Increasing Facebook organic metrics by 100%

Director of Marketing and Special Events

Illinois Philharmonic Orchestra, Park Forest, IL | Sept. 2013–June 2018

Joined as Public Relations Consultant on a freelance basis. After six months became Director of Marketing and Public Relations responsible for all external marketing and PR communication with patrons, donors and media. In August 2016, transitioned to Director of Marketing and Special Events, in addition to serving as **Interim Executive Director** for five months.

- Created and/or managed the design of all external marketing and patron cultivation and retention communication (letters, emails, advertisements, press releases, informational brochures, flyers, concert program books, social media posts, videos etc.)

SKILLS

- Promotional writing (feature stories, interviews, creative non-fiction, blog posts, social media posts, e- and print newsletters)
- Business writing (annual reports, proposals, grants, press releases, B2B communications)
- Public speaking on behalf of organization
- Budget creation and tracking (Excel and Google Sheets)
- Research and analysis of targeted marketing strategies
- A/V content creation software (canva.com, Photoshop Elements, Adobe Premiere, Prezi, PowerPoint)
- Event planning, production and evaluation (including committee coaching, event logistics, event marketing, online auction site creation and management, event facilitation, post-event surveys)
- Website and social media content creation and management
- Working knowledge of Facebook, YouTube, LinkedIn, Twitter, Instagram and Pinterest
- Community-focused networker and partnership builder
- Intuitive, empathetic and analytical listener

VOLUNTEER LEADERSHIP

Public Action to Deliver Shelter |

2017-present

Cook Team Organizer/Group Leader

Operation Nehemiah | 2014-present

Communications Coordinator

RACHEL GILMORE.2

- Created and/or managed the design of all B2B materials recruiting partners for cooperative programs and/or advertising opportunities
- Initiated the Check Out IPO program and recruited 15 libraries to participate in the marketing and distribution of complimentary tickets to their patrons for IPO concerts
- Managed a team of 15 volunteer ushers and oversaw Front of House operations on concert nights
- Increased subscriptions and single ticket sales for the 2017-18 season in the first year at IPO's new venue in Palos Heights

Interim Executive Director

Illinois Philharmonic Orchestra, Park Forest, IL | August-December 2016

- Held donations and ticket sales steady during tenure as **Interim Executive Director** in a season where IPO had four different venues for a six-concert season and no E.D. or Development Director during the critical Conductor Search Season (2016-17)
- Created the Audio Appetizer donor appreciation event series (lunch with a guest artist, artist Q&A and artist mini-performance), resulting in new/increased donations
- Organized and managed the five Conductor Candidate travel and appointment schedules for each one's interview/concert week

Communications Specialist/Writer

Good Word Creative, Frankfort, IL | January 1999-August 2016

Freelance writing career in secular and religious markets progressed to development of public relations, marketing and social media consulting company for small business/non-profit clients. Highlights include:

- Over 250+ articles in print in publications such as:
 - *The Star Newspaper/SouthtownStar*
 - *Frankfort Patch*
 - *Smallgroups.com*
 - *Group*
 - *Chicago Parent*
- Books:
 - *The Complete Leader's Guide to Christian Retreats* (Judson Press, 2008)
 - *Church Programs and Celebrations for All Generations* (Judson Press, 2010)
 - *'Tis the Season: Church Celebrations for Advent and Christmas* (Judson Press, 2011)
 - *Upon Which Everything Depends: Two Tales of a Horse Named Sam* (Xlibris, 2011)
 - *Images of America: Frankfort* (Arcadia Publishing, 2012)
- Set up/managed websites and business Facebook pages
- Wrote press releases and designed event marketing materials
- Promoted and produced multiple sold out annual events for Frankfort Historic Business Association
- Presented at Christian Camp and Conference Association sectional meetings, the Chicago Midwest Teaching and Discipleship Conference, the EQUIP Christian Education conference and retreats

VOLUNTEER LEADERSHIP cont.

Frankfort Preservation Found. | 2007-17
Board Member and Communications Chair

New Life Church | 2004-2014
Small Group Leader (2004-2014)
Food Pantry Volunteer (2007-2014)
ESL Program Founder/Teacher (2011-2014)
Council Deacon (2010-2013)
Praise Team Member (2005-2013)
Member of the Student Ministry Renovation Team (2010-2011)

Frankfort 157-C PTA/FSP | 2001-2011
President (2001-2006)

Co-Founder and Chair of the Creative Arts Showcase (2001-2011)

MomsLINK | 1996-2000
Co-Founder (1996)
President (1997-2000)

EDUCATION

Master of Library and Information Science
In progress, distance education program
University of Wisconsin | Milwaukee, WI

Master of Education, summa cum laude
University of Illinois | Chicago, IL

Bachelor of Arts in English, magna cum laude
Minors in Sociology and Spanish
Illinois Wesleyan University | Bloomington, IL

ADDITIONAL WORK EXPERIENCE

Director of Christian Education
1st Presbyterian Church of Homewood

Literacy Volunteer Coordinator
Joliet Junior College

English as a Second Language Instructor
College of DuPage

Management Association of Illinois

English and Developmental Reading Instructor
Prairie State College