

# Rachel Gilmore

## Communications Specialist

526 Linden Rd., Frankfort, IL 60423

815.685.3305

rgilmore21@comcast.net

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

## PROFESSIONAL EXPERIENCE

### Director of Marketing and Special Events

Illinois Philharmonic Orchestra, Park Forest, IL | 2013–Present

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, moved into current position as Director of Marketing and Special Events, in addition to serving as **Interim Executive Director** from August-December 2016.

- Create and/or oversee 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.)
- Create and/or oversee the design of all B2B materials recruiting partners/supporters for cooperative programs and/or advertising opportunities
- Serve as staff liaison to Marketing and Special Events committees providing administrative support to chairs and oversight to volunteers
- Manage a team of 15 volunteer ushers and oversee Front of House operations on concert nights
- Lead volunteers to produce successful, revenue-generating special events (annual gala with online auction and Prelude Dinner)
- 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
- Increased subscriptions and single ticket sales for the 2017-18 season in the first year at IPO's new venue in Palos Heights

## SKILLS

- Promotional Writing (feature stories, interviews, creative non-fiction, blog posts, social media posts)
- 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 YouTube, LinkedIn, Twitter, Pinterest
- Community-focused networker and partnership builder
- Intuitive, empathetic, and analytical listener

## VOLUNTEER LEADERSHIP

**2<sup>nd</sup> Place Church** | 2017-present  
Volunteer Coordinator, Love Monee

**Operation Nehemiah** | 2014-present  
Communications Coordinator

**Frankfort Preservation Foundation**, 2007-17  
Board Member and Communications Chair

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## Interim Executive Director

Illinois Philharmonic Orchestra, Park Forest, IL | Aug.-Dec. 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 5 Conductor Candidate travel and appointment schedules for each one's interview/concert week

## Communications Specialist/Writer

Good Word Creative, Frankfort, IL | 1999-2016

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*
  - *Christian Parenting Today*
  - *Church Educator*
- 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

## Director of Christian Education

1<sup>st</sup> Presbyterian Church, Homewood, IL | 1993-1998

Led Christian Education programming for birth through adult including:

- Curriculum selection and creation
- Recruitment, training and management of volunteer teachers
- Leadership of the junior and senior high youth groups
- Collaboration with two churches for a joint Vacation Bible School

## VOLUNTEER LEADERSHIP cont.

**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 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

**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

**Graduate School Library Assistant**

University of Illinois - Chicago

College of Education

References available upon request