

Contact

racheldupree@gmail.com

www.linkedin.com/in/rachel-dupree-25061284 (LinkedIn)

Top Skills

Earned Media

Message Development

Multi-channel Campaign Management

Rachel Dupree

Unlocking Impactful Storytelling, Strategic Engagement, and Creative Excellence for Values-Driven Organizations

New York City Metropolitan Area

Summary

Seeking a dedicated communications professional with a proven track record in strategic stakeholder engagement and a passion for fostering positive change within organizations? Look no further!

For over six years, I've thrived as a forward-thinking public relations strategist, adept at orchestrating successful stakeholder engagement within dynamic and intricate organizational landscapes.

Elevating Impact: As a strategic communications consultant, I partner with various clients, ranging from mid-sized nonprofits to Fortune 100 enterprises, to spearhead compelling sustainability and ESG/CSR campaigns.

Data-Driven Innovation: Harnessing the power of data, rigorous testing, and meticulous content planning, I ensure each campaign resonates deeply with both internal teams and external audiences.

Empowering Connections: I practice vulnerable leadership and my journey is fueled by a genuine commitment to nurturing meaningful connections, forging enduring relationships, and leaving a lasting impact on every project.

Championing Sustainability: Passionate about cultivating a more just world, I channel my expertise towards initiatives that align with sustainability and ethical growth.

Let's Transform Together: Open to exciting opportunities, I'm ready to collaborate on projects ranging from strategic stakeholder engagement and sustainability campaigns to data-powered content strategies. Let's join forces to drive impactful change.

Ready to enhance your communications strategy? Let's connect and explore the possibilities!

Experience

Masa Group LLC

Communications Consultant

March 2024 - Present (2 months)

Brooklyn, New York, United States

Consultant

Strategic Communications Consultant | Project Management | Audience Engagement

May 2022 - Present (2 years)

Brooklyn, New York, United States

Driving Strategic Engagement: Orchestrating audience engagement strategies and fostering dynamic relationships with values-based organizations to amplify impact.

Fundraising Prowess: Navigating fundraising and development arcs, securing over 100k in grants through innovative grant writing processes, budgeting, and outcome-focused deliverables.

Transformative Leadership: Creating and guiding organizational leadership through a seamless grants writing process, from alignment to delivery, resulting in streamlined approvals and impactful outcomes.

Tech-Savvy Innovator: Spearheaded the development and launch of an internal website and partner-facing portal, driving increased efficiency and engagement among coalition members and partners.

Tactical-level Excellence: Strategically crafting and executing project-based communications, harnessing data, and powerful storytelling to resonate with internal and external stakeholders.

Media Launch Mastery: Successfully launched new organizational initiatives across earned and owned media, meticulously planning messaging and project-managing impactful launches.

Leveraging Fortune 100 Partnerships: Collaborated with Fortune 100 companies on farm-based initiatives, seamlessly navigating data, storytelling, and promotional materials.

Multitasking Maven: Expertly managed the production of multiple reports and promotional materials concurrently, ensuring quality and timely deliverables.

Vendor Management: Skillfully managed vendors in the development of key projects, ensuring seamless execution and optimal results.

Let's Connect and Transform: Ready to explore new opportunities and partnerships in strategic communications, project management, and fundraising. Let's connect and drive transformative change together!

Sierra Club

Associate Press Secretary, Ready for 100 Campaign

January 2020 - May 2022 (2 years 5 months)

Greater Minneapolis-St. Paul Area

Engaging Communities for Change | Communications & Advocacy Leader

Empowering Voices: As a dedicated trainer and coach, I develop systems for enhancing staff and volunteer communication skills, with a keen focus on climate, race, and environmental justice

Amplifying Impact: I specialized in fostering meaningful relationships and drove change through strategic communications, community engagement, and media advocacy

Storytelling Catalyst: Cultivating partnerships with local, state, and national reporters, I successfully pitched and secured media coverage for major clean energy commitments across cities

Tracking Trends: I monitored energy and climate reporting trends, providing insightful quarterly reports on narrative progression, media gaps, and our organizational impact

National Empowerment: Conducted regular national communications training with 100+ attendees, I empower individuals to write compelling content for their local interests

Shared Understanding: Crafting campaign talking points and hosting trainings, I ensure cohesive brand adoption and a shared voice across our advocacy initiatives

Collaborative Engagement: By assembling volunteer engagement teams, I facilitated ongoing feedback loops, ensuring effective communication materials and information flow

Community-Driven Campaigns: Orchestrating short-term, community-led campaigns, I empowered team members and volunteers to authentically share their stories.

Driving Awareness: I wrote, edited, and published impactful reports, releases, and digital content, raising awareness of clean energy policies and celebrating volunteer success stories

Environmental Initiative

3 years 5 months

Communications Manager

January 2019 - December 2019 (1 year)

Greater Minneapolis-St. Paul Area

In a dynamic, collaborative setting, I led cross-functional teams in crafting and executing strategic, multi-platform communication strategies to enhance comprehension of intricate state policies and advocacy achievements.

Website Revitalization: Managed vendor partnerships and spearheaded a comprehensive website redesign, amplifying traffic to event pages, unifying voice, and elevating brand identity.

Event Excellence: Orchestrated event messaging and marketing for 20+ annual events, ensuring clear positioning, advocacy impact, and optimal attendee experiences.

Strategic Planning: Effectively crafted and executed communication plans for 60-70% of organizational programs, deftly navigating rapid-paced project scopes.

Sustainable Landscaping Guide: Authored and launched the 'Corporate Guide to Sustainable Landscaping,' an online toolkit for Minnesota's corporate sustainability practitioners.

Collaborative Storytelling: Nurtured relationships with coalition partners, amplifying storytelling endeavors and fostering shared alignment on goals and expectations.

Coalition Branding: Played a pivotal role in diverse coalition branding projects, facilitating awareness of intricate details, objectives, and member perspectives, culminating in successful launches and widespread adoption.

Communications Associate

August 2016 - January 2019 (2 years 6 months)

Greater Minneapolis-St. Paul Area

I was in charge of mining stories and deciding appropriate avenues to communicate them to priority audiences. I managed all digital platforms and led marketing for 20+ events annually as well as fundraising efforts.

--Raised organizational newsletter opens by 10% and increased email click-through rates by 5%

--Composed stories and fostered relationships leading to significant expansion of programs

--Set goals and successfully manage social media presence (Twitter, Facebook, LinkedIn)

--Led marketing on 20+ events annually, spearheading multiple new strategies and A/B testing of organizational and programmatic messages

Education

Drake University

Bachelor of Arts (B.A.), International Relations and Affairs, Public Relations

Drake University

Bachelor of Arts - BA, Journalism and global health

Institute for Ecuadorian Studies

Social and Political Transformation