

RAE CARTER

~ BRIDGE BUILDER ~ CHANGE MAKER ~

~ HEALING NAVIGATOR ~ WEB WEAVER ~

Raising the Impact of My Voice for Change

To

Co-Create Personal and Cultural Transformation



*A reclaimed light
shines from my heart.*

*A reinvented life
is empowered to start.*

*A grounded energy,
a strong voice;*

*Co-creating change
is a compassionate choice.*

KNOWLEDGE

Culture Change
Environmental Technology
Herbalism & Holistic Healthcare
Human Behavior & Consumer Trends
Intuitive Wisdom
Music & Performance
Nonprofit Organizations
Small Businesses Operations
State Government
Sustainable Agriculture & Food Systems
Sustainable Economic Development
Spirituality & Astrology
Tourism & Hospitality

CONTACT

550 Gray Road, Plainfield, VT 05667

802-318-5527

RaeCarterEmpowR@gmail.com



CAREER TALENT

Consumer Education & Marketing: Proven expertise over 20 years in the creation and deployment of numerous campaigns for small businesses, small corporations, nonprofits, and government. Social media and grassroots marketing pioneer early in career developed into a deep understanding of consumer behavior, branding, and successful ability to deliver marketing results for social change and socially responsible businesses.

Communications & Content Creation: Adept at targeting messages in relevant outreach channels to engage audiences by encouraging participation and sparking dialogue in intended conversations. Demonstrated ability over a 20-year career to implement and direct public relations, advocacy, media relations, social media, community relations, crisis communication, writing, editing, public speaking, research, photography, videography, story development, and information dissemination.

Facilitation & Leadership: Skilled at facilitating government, nonprofit, and private sector collaboration using a collective impact approach to coordinate efforts around a common agenda. Talented at using an inspirational leadership style to create space for multiple voices to feel empowered to share perspective and advocate for their needs.

Organizational & Network Development: Diverse background spanning entrepreneurship and business growth, nonprofit development and organizational management, culture change and analysis. Astute at collaboration, network development, collective impact framework, and coalition building. Proven ability to conduct root cause analysis and growth or contraction process as an effective consultant, collaborator, communicator, and educator.

Strategic Planning & Project Management: Experienced in organizational strategic planning process as a partner and facilitator to create space and bring intentional design to visioning, values analysis, and the tactical recommendations to meet intended outcomes.

HEALING MODALITIES

- ◆ Trained in mindfulness, meditation, and trauma response embodiment practices.
- ◆ Active in the emerging field of cultural somatics and the relationship to social justice, societal healing, and vocal somatics.
- ◆ Trained in circle and council process facilitation for deep listening, conflict management, inclusive dialogues, and equitable conversations.
- ◆ Works with Earth-based spirituality, feminine wisdom healing practices, and energy medicine, including being a certified Reiki practitioner.
- ◆ Practicing herbalist and medicine maker, growing and sustaining organic and native, wildcrafted plant medicine as a land steward at a Vermont healing sanctuary.



RAE



“There are two ways of spreading light:
To be the candle or the mirror that reflects it.”
~ Edith Wharton

COMMUNITY ENGAGEMENT

- ◆ **Vermont Businesses for Social Responsibility:**
Board Member, Executive Committee, Justice, Equity, Diversity, Inclusion Task Force
- ◆ **Vermonters Taking Action Against Cancer:**
Steering Committee, Health Equity Advocate
- ◆ **Active Memberships:**
Central Vermont Showing Up for Racial Justice
Farm to Plate Health Cross-cutting Team
Northeast Organic Farming Association
Peace & Justice Center of Vermont
Vermont Reiki Association
United Plant Savers

RECOGNITIONS

- ◆ Cancer and Trauma Survivor
- ◆ Vermont Business Magazine Rising Star '10;
Vermont Young Careerist of the Year '08
- ◆ Universal Life Church Ordained Minister
- ◆ Girl Scout Silver and Gold Awards

EDUCATION

- Marist College**, Poughkeepsie, NY 1994-1998
Bachelor of Arts: Public Relations & Organizational Communication
Music Certificate: Vocal Performance
- The Voice Incorporated**, 2019
Voice, Movement & Somatic Learning Course
- CentralVT Reiki/Lighthouse Healing Arts**, 2019
Reiki I | II Certification
- The Science & Art of Herbalism**, 2021
Rosemary Gladstar's Certification Course
- Cultural Somatics Institute**, 2021
Cultural Somatics|Racialized Trauma Course
- Rockwood Leadership Institute**, 2021
Art of Navigating Change Course

PROFESSIONAL EXPERIENCE

- Founder, EmpowR** ~ 2020-Present
 - ◆ Co-creator of healing and social justice services, practices, and approaches for people, organizations, and movements. Provide facilitation, healing navigation, culture change services, intuitive counsel, and workshops.
- Logistics Coordinator, New England Women's Herbal Conference** ~ 2019
- Communications Director, Vermont Sustainable Jobs Fund** ~ 2013-2018
 - ◆ Facilitated government, nonprofit, and private sector collaboration and social marketing to promote sustainable economic development in Vermont to elevate the well-being of people, communities, and the environment.
 - ◆ Managed organizational outreach, social media, marketing, and public relations for VSJF and all programs and services in agriculture and food systems, forest products, waste management, renewable energy, and environmental technology sectors.
 - ◆ Co-created, managed, and facilitated implementation of the statewide Farm to Plate Network's Rooted in Vermont campaign to increase consumer demand for local food and beverages. Consumption increased to 12.9% in 2017 from 5% in 2010, surpassing the 2020 legislative goal.
- Author/Journalist** ~ 2010-2013
 - ◆ Co-author of *VERMONT: An Explorer's Guide*; other publications include *Yankee Magazine*, *Vermont Life*, *Small Farm Quarterly*, *Daily Yonder*.
- Owner/Principal, Rachel Carter PR** ~ 2006-2013
 - ◆ Public relations, grassroots marketing, and social media services for Vermont clients spanning multiple industries.
- Tourism & Food System Specialist, VBSR Marketplace** ~ 2012-2013
- Public Relations Instructor, Champlain College** ~ 2005-2006
- Director of Public Relations, Paul Kaza Associates** ~ 2002-2006
- Marketing Director, New England Financial** ~ 2000-2001
- Corporate Accounts Representative, Polhemus** ~ 2000
- Teen Program Manager, Nashville Girl Scout Council** ~ 1998-2000
- Counselor, Hillcrest Residential Treatment Center** ~ 1995-1998
- Girl Scout Camp Counselor** ~ 1990-1995