



RAE CARTER

she/her

~ DIALOGUE FACILITATOR ~ CULTURE BUILDER ~

~ COMMUNICATION STRATEGIST ~ HEALING NAVIGATOR ~

Rae cultivates community and creates opportunities for vulnerable connection, courageous conversations, individual wholeness, and collective liberation. She holds herself accountable to transformative justice with a deep empathy and understanding of the vast and varied entry points for change.

She works at the intersection of health, communication, culture change, and consciousness. Her career background in public relations and organizational communication bridges with her lived experience navigating cancer and trauma, which opened educational pathways in holistic approaches to healing and emotional wellness that are now at the forefront of how she facilitates to support individual, group, and organizational nervous systems for cultural transformation.

Rae approaches complexity through a root-cause analysis lens and works at both micro and macro elevations. She is a systems thinker who can see long term vision and actualize the steps forward with adaptability. She is skilled at breaking down complexity with meaning, value, relevance, and guidance for people, programs, and organizations.

CONTACT

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SOCIAL/EMOTIONAL SKILLS

- Anti-Racism Journey
- Conflict Management & Mediation
- Embodiment & Listening Techniques
- Empath Practicing Non-Judgement
- Equitable Communication Practices
- Healing & Intuitive Arts
- Mindfulness & Meditation
- Student of Indigenous Mind

SECTOR/FIELD KNOWLEDGE

- Allopathic & Holistic Health Care
- Business Development
- Change Management
- Diversity/Equity/Inclusion
- Environmental Technology
- Music & Performance
- Nonprofit Organizations
- Operational Management
- Project Management
- State Government
- Strategic Planning
- Social Justice
- Sustainable Agriculture & Food Systems
- Sustainable Economic Development
- Tourism & Hospitality
- Wise Woman Tradition

CAREER TALENT

Facilitation & Leadership: High degree of capacity to inspire and foster empowerment, empathy, and vulnerability with a trust-centered interpersonal relationship style. Skilled at co-creating collaboration by encouraging shared learning and leadership. Experienced in coalition building and collective impact approaches to coordinate efforts around a common agenda. Authentic ability to create safe containers for marginalized voices/identities.

Human Behavior & Culture Change: Robust understanding, background, and exploration into the connection of how personal behaviors, words, and actions draw from historical, intergenerational, institutional, and personal trauma to inform group process, cultural norms, and social behavior. Ability to bring awareness, approaches, and practices that support culture change integration for teams, groups, communities, and organizations.

Organizational Communication & Development: Ability to unravel silos and facilitate relationship between internal communication and human resources as a vital component of equity and belonging. Ability to foster collaboration between intentional culture design and the human interactions that energetically inform the pulse of an organization by initiating inclusive communication and engagement practices that hold space for the emotional discomfort of change. Career background in crafting and disseminating all facets of internal communication and developing and implementing strategies to drive engagement with different audiences for organizational growth and viability.

Public Relations, Consumer Education & Marketing: Highly successful at raising awareness to influence behavior change by mobilizing around belief systems, values, and motivating interests. Created, developed, and implemented multiple grassroots marketing and awareness campaigns as well as numerous communication and marketing strategies. Career background includes media/stakeholder/community relations, advocacy, social media, crisis planning, content creation, and storytelling in multiple roles and positions.

Training & Education Design: Collaborative and creative partner for educational programs aimed to build awareness, enhance accountability, and shift behavior and culture including interpersonal, group, and organizational communication and development; social and emotional wellness; equity and belonging; and co-creating new ways of being in relationship with our bodies, each other, and the Earth. Attuned to how to influence actionable acts that transform systems, structures, and people.

EDUCATION

Cultural Somatics Institute, 2021
somatic abolitionism & racialized trauma
courses with Resmaa Menakem

The Circle Way, 2020/2021
global equity & justice facilitation process
training

Rockwood Leadership Institute, 2021
art of navigating change program

Science & Art of Herbalism, 2021
community herbalist & holistic healing
program w/ Rosemary Gladstar

Mindfulness-Based Stress Reduction, 2019
mindfulness training course, w/ Jon Kabat-Zinn

CentralVT Reiki/Lighthouse Healing Arts, 2019
Reiki I | II attunements & certification

The Voice Incorporated, 2019
vocal somatics course

Marist College, Poughkeepsie, NY 1994-1998
Bachelor of Arts: public relations &
organizational communication
Music Certificate: vocal performance

COMMUNITY ENGAGEMENT

◆ **Vermont Businesses for Social Responsibility:**
Board of Directors (2017-2021), Executive Commit-
tee (2021), social justice advocate contributor to
strategic plan (2020-2021)

◆ **Vermonters Taking Action Against Cancer:**
Steering Committee, Survivorship Task Force,
health equity advocate contributor to Vermont
State Cancer Plan (2021-present)

◆ **Active Memberships:**
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

PROFESSIONAL EXPERIENCE

Founder, EmpowR, VT ~ 2019-Present

- ◆ Facilitator of educational programs, communities of practice, peer support, dialogue design, consulting services, and content creation to co-create a culture of healing, empathy, community, and accountability.
- ◆ Organizational leader working with collective impact frameworks and sociocracy feedback loop principles for decision-making and operational strategy. Guides co-creator team working towards shared visions of transformative justice.
- ◆ Committed to equity and accessibility in all offerings; safe space prioritized for BIPOCS. Equity integration and shared learning centered in all programs and services. Educate on whiteness and advocate for disruption of white dominant culture, including self responsibility and commitments to anti-racism journey.
- ◆ Steward of community healing land sanctuary and space holder for unlearning, relearning, relationship building, reparations, holistic healing, and impacts for collective liberation and reciprocity with the Earth.

Logistics Coordinator, New England Women's Herbal Conference, NH ~ 2019

Communications Director, Vermont Sustainable Jobs Fund, VT ~ 2013-2018

- ◆ Facilitated government, nonprofit, and private sector collective impact framework and social impact 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, content creation, and public relations for VSJF and all programs and services in agriculture and food systems, forest products, waste management, renewable energy, impact investing, 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, VT ~ 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, VT ~ 2006-2013

- ◆ Public relations, grassroots marketing, and social media services for Vermont clients spanning multiple industries.

Public Relations Instructor, Champlain College, VT ~ 2005-2006

Director of Public Relations, Paul Kaza Associates, VT ~ 2002-2006

Marketing Director, New England Financial, VT ~ 2000-2001

Corporate Accounts Representative, Polhemus, VT ~ 2000

Teen Program Manager, Nashville Girl Scout Council, TN ~ 1998-2000

Program Intern, Poughkeepsie Girl Scout Council, NY ~ 1997-1998

Counselor, Hillcrest Residential Treatment Center, MA ~ 1995-1998

Girl Scout Camp Counselor, MA ~ 1990-1995