

RAE CARTER

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I am a fast learning, flexible, and strategic communicator, facilitator, and community builder. My expertise includes **Communication & Outreach, Community Engagement & Organizing, Education & Training Design, Project Management, Strategy & Leadership, and Trauma Informed Facilitation.**

I am an intuitive systems thinker with an empathetic emotional intelligence and strong ability to understand and appreciate complexity, nuance, and multiple lived experiences existing at the same time.

I seek meaningful, collaborative work that values my experience to be in service to humanity and our responsibility to the Earth we call home. I have imagination, vision, and skills for how we move towards collective liberation.

CONTACT

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☀️ EXPERIENCE ☀️

CO-MARKET MANAGER

2024-Present

Plainfield Farmers Market, Plainfield, VT

Manage tasks and coordinate vendors to support viability and community building at local farmers market, where I am an herbal products vendor, grown organically at Grandmother Cherry Sanctuary, and I tend and host EmpowR Transformation offerings.

- Design and promote market communications on social media and in community.
- Collaborate with community members to solve logistical issues, interpersonal challenges, and support market goals.
- Cocreated mutual aid recovery efforts during 2024 flooding.

FOUNDER & MANAGING DIRECTOR

2019-Present

EmpowR Transformation, Plainfield, VT

Curate and incubate a social and environmental justice focused collective of activists, change makers, consultants, facilitators, and healing practitioners working to influence transformational behavior change for collective belonging, liberation, and resilience.

Communication & Outreach

- Designed and maintain website, all marketing and branding, and wrote copy used in event, service, and content promotion.
- Developed communication strategy and organize collaborative awareness raising to expand our reach and work with clients.
- Implement inclusive communication practices at accessible entry points to find common ground in how we function as a business collective and provide consulting services.

Community Engagement & Organizing

- Coach and facilitate community engagement conversations, meetings, and design for clients to create more welcoming communities, build understanding of Diversity/Equity/Inclusion/Belonging, and revision harmful cultural norms.
- Established a community-centric fundraising model for people engaged in our community of practice to financially support aspects of operations as we build skills and capacity for antiracist, gender inclusive, class diverse community organizing.

Education & Training Design

- Cocreate embodied, experiential learning and collective healing programs for community, clients, and collaboration partners.
- Design and facilitate trauma informed events, retreats, and workshops centered in the interpersonal communication work and behavior change required to transform oppressive systems and culture for social and environmental justice.

Project Management

- Administer 20 years of project management expertise into all aspects of effective time management to operate a small collective in a constrictive business landscape.
- Organize the diversity of tasks and people with a nurturing project management approach centered in building trust in relationships; clarity of roles and responsibilities; clear, direct, and transparent communication; radical empathy; and sharing power within an emerging business collective structure.

Strategy & Leadership

- Evolve into what comes next to support people in systems collapse with courage, cultural humility, grace, grit, and responsibility to values alignment that breaks patterns with the norms of dominant culture.
- Inspire a community and team to stay committed to our shared vision and accountability, navigate generative conflict, and build coalition for communal care and collective action.

Trauma Informed Facilitation

- Create therapeutic spaces for healing, group nervous system regulation, and self actualization with somatic practices to create more effective group communication that navigates historical, systemic, intergenerational, and personal trauma.
- Guide difficult conversations with skills in antiracist culture building and somatic abolitionism, class empathy and sensitivity, conflict evolution, mindfulness and mediation, neurodivergent and ability awareness, restorative practices, queer and trans affirming practices, and systemic root cause analysis.
- Recognize both my position of power and privilege as well as my proximity to oppression through my own lived experiences with trauma, weaving a decolonizing practice into my own lifelong ancestral accountability and healing path.
- Support individual clients and community members with diverse identities and backgrounds to process complex trauma with ability and capacity to witness and metabolize a full spectrum of lived experiences.

ASSOCIATE

2022-Present

The Creative Discourse Group, Burlington, VT

- Provide community engagement, equity coaching, educational training facilitation, and project management for clients working to prioritize marginalized voices to achieve equity, justice, and inclusive community.

STEERING COMMITTEE

2019-2022

Vermonters Taking Action Against Cancer, Burlington, VT

- Survived cancer (2018) and then went on to serve as a health equity, holistic health, community engagement, and communications advocate for the Vermont State Cancer Plan strategic planning process.

BOARD OF DIRECTORS

2017-2021

Vermont Businesses for Social Responsibility, Burlington, VT

- Shaped change of organizational practices as a social justice advocate.
- Served on the Executive Leadership Committee in 2021, providing strategic plan leadership.

LOGISTICS COORDINATOR

2019

New England Women's Herbal Conference, Newfound Lake, NH

- Supervised work study team and coordinated operational logistics and communication for a conference attended by 800 participants.

COMMUNICATIONS DIRECTOR

2013-2018

Vermont Sustainable Jobs Fund, Montpelier, VT

- Catalyzed awareness building and behavior change with communication strategy, working with collective impact frameworks for social and environmental change.
- Created and established communication and project management systems for Vermont Sustainable Jobs Fund and Vermont Farm to Plate Network—still in use today.
- Designed and implemented statewide grassroots community engagement process with multi-stakeholder project management system to create, launch, and manage the Rooted in Vermont local food campaign with the Farm to Plate Network. The campaign increased consumer demand for local food and beverages from 5% in 2010 to 12.9% in 2017, surpassing the legislative goals three years ahead of schedule.
- Facilitated government, nonprofit, and private sector collaboration to promote sustainable economic development in Vermont.
- Influenced organizational culture change, led aspects of strategic planning, and initiated reorganization away from siloes and inequity.
- 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.
- Supervised interns and staff, managed budgets, contributed to grant writing, supported staff in communication and human resource needs.

AUTHOR & JOURNALIST

2010-2013

Freelancer, East Charlotte, VT

- Co-Authoring VERMONT: An Explorer's Guide; published in Yankee Magazine, Vermont Life, Small Farm Quarterly, Daily Yonder, daily/weekly newspapers

OWNER/PRINCIPAL

2006-2013

Rachel Carter PR, East Charlotte, VT

- Operated public relations, grassroots marketing, and social media services agency.
- Positioned clients favorably in prominent print, broadcast, and online media outlets and managed all aspects of client and media relations through effective project management.
- Contributed to early social media as one of the first bloggers in Vermont and innovator in integrating social media into grassroots marketing campaigns.
- Expanded client diversity from agency clients (see below) to also include fair trade products, higher education, human services, social impact campaigns, and state government and municipalities.
- Initiated creative workforce opportunities with internships and apprenticeships as well as employee training marketing programs for clients.
- Awarded 2008 Young Careerist of the Year by Vermont Business & Professional Women and 2010 Rising Star by Vermont Business Magazine in its inaugural year.

PUBLIC RELATIONS INSTRUCTOR

2005-2006

Champlain College, Burlington, VT

- Taught two 400 level public relations undergraduate courses: Public Relations Campaign Development and Issues in Public Relations.

ACCOUNT MANAGER>DIRECTOR OF PUBLIC RELATIONS

2002-2006

Paul Kaza Associates, South Burlington, VT

- Managed Public Relations Department, oversaw business development, and supervised 1-3 staff at an integrated marketing agency.
- Secured local, regional, and national earned media publicity for clients spanning agriculture, banking and finance, hospitality and tourism, health care, insurance, music, outdoor recreation, real estate, and workforce development.
- Established intuitive understanding of the connection between culture trends and behavior change based in belief systems and values as well as shifting from linear thinking in marketing to circle and spiral models (which led to launching my first business - above).

MARKETING DIRECTOR

New England Financial, Burlington, VT

2000-2001

- Developed and implemented marketing strategies, industry public relations, and communication materials and distribution.

TEEN PROGRAM MANAGER

Girl Scouts of Middle Tennessee, Nashville, TN

1998-2000

- Facilitated, organized, and created events, programs, and communication for over 3,000 teen Girl Scouts
- Coordinated all volunteer support; and advocated for race and class equity.

PROGRAM INTERN

Poughkeepsie Girl Scout Council, Poughkeepsie, NY

1997-1998

- Produced events, publications, publicity, and an award-winning music program.

YOUTH COUNSELOR

Hillcrest Residential Treatment Center, Lenox, MA

1995-1998

- Cared for youth with extreme trauma, first introduced to the impacts of structural and institutional racism.

EDUCATION

GEAR UP Showing Up for Racial Justice, Nationwide 2024-2025

- Training & Action Program for White Communities

CULTURAL SOMATICS INSTITUTE 2021
Minneapolis, MN

- Trauma Responsive courses (centering racialized trauma) with Resmaa Menakem

WHITE AWAKE AntiRacism Program, Nationwide 2023

- Before We Were White Course: Ancestral Recovery for Collective Liberation

THE CIRCLE WAY Global 2020-2021

- Equity & Justice Facilitation training program
- Decolonizing the Way We Meet training course

CENTER FOR TRANSFORMATION & CHANGE Denver, CO 2022-2023

- Facilitation Training Programs for White Accountability & Class Tensions

ROCKWOOD LEADERSHIP INSTITUTE Oakland, CA 2021

- Art of Navigating Change program

EDUCATION FOR RACIAL EQUITY AntiRacism Program, Nationwide 2021-2023

- Foundations in Somatic Abolitionism I & II courses with Resmaa Menakem
- Somatic Abolitionism Community Practicum

MINDFULNESS-BASED STRESS REDUCTION Amherst, MA 2019

- Mindfulness training course

SCIENCE & ART OF HERBALISM Sage Mountain, VT 2022

- Community Herbalist & Holistic Health training course

USAI SYSTEM OF REIKI HEALING Global 2019

- Certified Reiki I & II practitioner

LAND PEACE FOUNDATION Penobscot Indian Reservation, ME 2022

- Decolonizing Relationships with Women course with Sherri Mitchell *Weh'na Ha'mu Kwasset*

THE VOICE INCORPORATED New York, NY 2019

- Vocal Somatics course

MARIST COLLEGE Poughkeepsie, NY 1998

- Bachelor of Arts (public relations & organizational communication)
- Music Certificate (vocal performance)