

I am a culture and systems architect for the possibility of a just and liberated society that can arise beneath the collapse. I am a collaborative leader, community engagement and communication consultant, trauma-informed facilitator, and visionary project manager. I unearth complexity and nuance at the roots, deliver imagination for emergent transformation, and build strategies to cocreate and operationalize dreams for the future. I seek meaningful work to pay for costs to live.

✉ RaeCarterEmpowR@gmail.com

☎ 802-318-5527

📍 Plainfield, VT

🌐 in/RaeCarterEmpowR

🌐 EmpowR-Transformation.com

☀️ EXPERIENCE ☀️

CO-PROJECT MANAGER

June 2025-Present

Plainfield Resilience Hub, Plainfield, VT

- Facilitate community engagement and resiliency planning in response to climate crisis and mutual aid organization.
- Developing a community resilience hub in collaboration with town and community partners following an 18 month community and stakeholder engagement process and needs assessment.
- Working collaboratively with multiple local and state partners to build an operational structure designed to meet the needs of the most vulnerable members of the community as climate and political threats increase.

LEADERSHIP COUNCIL MEMBER

January 2025-Present

Central Vermont Showing Up for Racial Justice, Montpelier, VT

- Facilitated merger between two different leadership groups to create one consensus-based leadership team.
- Developed teamwork, operational systems, communication practices, and outreach strategy to actualize our work.
- Work collaboratively as a member of a well-functioning collaborative leadership council.

CO-MANAGER

June 2024-Present

Plainfield Farmers Market, Plainfield, VT

- Co-manage small winter and summer farmers market committed to supporting local farmers, homesteaders, and crafts people while also creating a sense of community in Plainfield.
- Coordinate communication tasks, vendor relationships, and collaborate with community members and town efforts to support local food access.

CO-OWNER & MANAGING DIRECTOR

March 2024-Present

Grandmother Cherry Sanctuary, Plainfield, VT

- Manage operations at an organic herbal micro farm that offers accommodations, speciality food and herbal products, and venue for educational events and programs facilitated by EmpowR Transformation.
- Steward land, soil, and water to grow organic foods and medicinal plants with biodynamic growing practices.

FOUNDER, MANAGING DIRECTOR & OWNER

December 2019-Present

EmpowR Transformation, Plainfield, VT

- Curate conscious communication practices and strategies to design accountable systems and build culture for the possibility of transformative change.
- Facilitate foundation building to operationalize imagination for collective liberation.
- Manage business, communication and financial operations of a small, woman-owned social and environmental justice centered enterprise.
- Provide technical services for groups, teams, and organizations including coalition building and community engagement, communication consulting and outreach strategy, cyclical project management, trauma-informed facilitation, operations consulting, program and workshop design, and strategic visioning.
- Offer individual healing and coaching sessions in energy medicine, voice therapy, rootwork, visioning, and coaching for collaborative leadership and communication skill building.
- Teach and design experiential, interactive, somatic, shared learning events, trainings, and retreats that transform perspectives and behaviors to cultivate belonging and possibility.

ASSOCIATE

February 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

November 2019-October 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

January 2017-June 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

May-August 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

February 2013-February 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

April 2010-April 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

December 2006- April 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

September 2005- June 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

May 2002-December 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

November 2000-December 2001

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

TEEN PROGRAM MANAGER

Girl Scouts of Middle Tennessee, Nashville, TN

October 1998-June 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

September 1997-May 1998

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

YOUTH COUNSELOR

Hillcrest Residential Treatment Center, Lenox, MA

June 1995- August 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 Minneapolis, MN 2021

- 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)