RACHEL DUNNAVANT WEATHERLY

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SUMMARY

Strategist and experience designer delivering measurable results for 18 years by applying human-centered design and behavior change practices to communications, marketing, and engagement challenges.

EXPERTISE

- Human-centered Design
- User Experience
- Engagement Strategy
- Digital Strategy
- Brand/Identity Development
- MarComm Strategy
- Content Strategy
- Audience Outreach
- Analytics & Insights
- Product Management
- Behavior Change
- Change Management

PROFESSIONAL EXPERIENCE

Sapient | Arlington, VA | June 2014 – present

- Global Impact Awards 2016 Finalist – Manufacturing USA Team, Nominee – Client Impact; Core Value Awards 2016 Nominee - Creativity

Digital Strategist

Develop dynamic, integrated strategies, supported by behavior-based assessments of target audiences that holistically address digital, marketing and communications, and engagement challenges. Deliver results that exceed expectations and build solid relationships with clients.

- **Manufacturing USA:** Worked with an inter-agency team to create a public brand for a presidential legacy initiative, including audience profiles and a comprehensive marketing and communications strategy. Developed workshops to engage the client in the brand development process and communicate research findings in an interactive setting. Supported the brand launch at an international conference where the Secretary of Commerce unveiled the new brand to acclaim.
- **National Heart, Lung, and Blood Institute (NHLBI):** Re-envisioned the Institute's approach to defining digital audiences based on how they consume health information, and developed a new digital strategy to engage those audiences across channels. At the request of NHLBI's Director of Science Policy, Engagement, Education, and Communications served on the Institute team tasked with recruiting participation in and communicating the results of the Institute's strategic visioning initiative with internal and external stakeholders.
- **Publications and Presentations:** *Audience Engagement Untangled*, UXDC Conference Poster Showcase, April 2017; *Engaging Change*, UXDC Conference Poster Showcase, April 2017; *Digital Tools for Health Behavior Change*, National Conference on Health Communications, Media & Marketing, August 2016 (with Dr. David Nickelson); *"Developing Content that Supports Behavior Change,"* Population Health, July 2016; *"Human-centered Design Delivers Effective Care Solutions,"* Health Innovations News, April 2016; *"Meeting Your Mission: A User-centered Approach to Content Strategy,"* UXPA Magazine, February 2016; *"A Better Way to Define Your Audience,"* World IA Day 2016; *"Optimized Persuasion: Targeting Behavior Change,"* UX Camp DC, December 2015 (with Dr. David Nickelson)

Atlantic Council | Washington, DC | October 2012 – June 2014

Deputy Director, Digital Communications

Led the digital transformation of the fastest growing think tank in Washington, DC. Expanded the digital footprint and online audience with a new digital strategy encompassing websites, social media, webcasting, and email. Maintained the digital brand of the Council, instituting design and communication standards across 10 programs. Developed a coherent content plan for digital distribution channels and content packages that highlight the Council's work and experts. Created a comprehensive social media strategy. Transformed the way the Council collects and applies data to membership and development by building the Council's Salesforce.com environment.

- Launched a new, content-driven Council website on schedule and budget, migrating to a new domain and content management system. Pulled together the editorial contributors across the Council to create a new editorial team. Instituted new workflows for online and print publishing.
- Increased unique visitors to the site by more than 30% and pageviews on the site by more than 35% in 18 months at the Council, over the previous period. Expanded the social media presence of the Council and its programs. Doubled the number of Twitter followers for the Council in the first year. Train staff and fellows on social media best practices.

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USA WEEKEND Magazine | McLean, VA | June 2003 – July 2012

- T.E.A.M. Award- 2003, 2006, 2007, 2008; Visionary Award- 2003, 2005; President's Circle- 2004, 2006; Gannett Chairman's Award- 2007; Recognition Award- March 2005, Nov 2006, Aug 2008, June 2010

Director of Affiliate Programs, June 2010 – July 2012

Worked across USA WEEKEND, USA Today, Gannett and its subsidiaries to develop programs, especially in the digital space, to retain and grow circulation for America's second largest circulation magazine. Developed custom program packages for sales proposals and did profit-loss analysis for deals. Created digital extensions for the magazine, including a content syndication program and electronic edition. Aggregated print and digital content into packages for syndication. Integrated editorial content into newspaper and advertiser promotions. Leveraged other digital products developed by Gannett to expand their reach and increase the value of USA WEEKEND to carrier newspapers. Chose software and applications for digital initiatives. Analyzed site metrics and established benchmarks for site planning.

- Rebuilt the newspaper database and integrated technologies that improved our capabilities for managing large quantities of data and communications with clients.
- Redesigned usaweekend.com and makeadifferenceday.com. Increased time spent per visit, ad impressions, unique visitors, page and video views, social media followers for both sites.

Market Development Manager, June 2005 – June 2010

Developed sales messages and marketing strategies to effectively brand USA WEEKEND to newspapers and their readers. Managed Newspaper In Education program. Planned communication strategies for partner programs and operational priorities. Directed creation and maintenance of databases and user interfaces. Managed daily marketing and client relations operations, policies, objectives and processes, as well as three support staff. Supervised proper construction and execution of contracts, financial transactions and circulation documentation.

- Opened markets to highschoolsports.net through partnerships with non-Gannett newspapers.
- Developed USA WEEKEND's digital and social media strategies. Served as company expert on trends in usability, online promotion and social media. Selected as project manager for digital strategy team.
- Completed selective USA TODAY management program.
- Worked with the CEO to write the USA WEEKEND's 2007 Operating Plan.

Assistant Marketing Specialist, June 2003 – June 2005

Created strong sales and marketing materials to retain and grow circulation and raise the awareness and promotion of the magazine. Maintained partner website and created email campaigns to engage clients. Customized sales proposals and presentations and conducted market research to support sales efforts.

Chappell, Smith and Associates Group | Franklin, TN | March 2002 - May 2003

Assistant Director of Marketing

Designed, produced and managed the production of collateral and trade show materials for eight companies owned by the group. Companies included insurance, pet spa, document management and general contractor.

Mitchell's Formal Wear / Arzelle's Brides and Formals | Nashville, TN | March 2001 - November 2002

Manager / Consultant

Served as event and bridal consultant. Provided customer service and generated sales for two stores. Trained and oversaw five sales associates and consultants.

The Daily Beacon | Knoxville, TN | January 1994 - September 1999

Senior Production Specialist

Trained and supervised an average of five employees for award-winning, editorially independent collegiate newspaper, one of the largest papers in the state of Tennessee. Directed the production and creative processes of editorial and photography staffs for daily and special issues. Production Employee of the Year 1996, 97, 99.

EDUCATION

University of Tennessee - Knoxville – 2000

Bachelor of Fine Arts, Graphic Design; Minors: Art History and English