

RACHEL CARTER

Rachel Carter has established herself as a public relations and marketing consultant in Burlington after several years in the field, and is available to clients throughout Vermont.

A native of Windsor, MA, who spent summers with her family in Greensboro, Carter graduated from Marist College in Poughkeepsie, NY in public relations with a minor in music.

After two years in Nashville, where she was employed by the Girl Scouts, she returned to Vermont in 2000 to establish herself permanently.

Carter was employed for five years by Paul Kaza Associates as director of public relations and as a public relations account executive, where she honed her skills. She has taught two senior-level courses at Champlain College since then.

Now, she is working independently "with folks who have stories to tell." As a person who sees herself as a "professional storyteller," Carter says she loves "getting excited about people's stories." She hopes to assist people who want to promote their businesses, but who may not have the resources to hire large agencies or the know-how to navigate the fields of media and the Internet.

Having spent 10 years "under the marketing umbrella" and working with blogs and other networking tools on the Internet, Carter's services reflect her experience. Her work runs the gamut from creating and writing publicity materials to selecting appropriate media outlets. She builds relationships with media outlets that include print (magazines, newspapers and trade journals), audio-visual (radio and television stations), and a vast array of Internet options, in order to execute a well laid-out plan that promotes each client's "story" to a targeted audience. She says she "jumped on the online bandwagon" years ago and she is looking forward to using her Website to expand her client base.

As a singer herself, who starred as Sally Bowles in the Essex Players' production of "Cabaret" a few years ago and sang in the band, "Ekis," she is interested in expanding her work for musicians.

Her clients include Luke Eriksen, a singer-songwriter from Bennington who attends Champlain College; The Inn at the Round Barn Farm, in Waitsfield, G's Restaurant at the Sheraton Burlington Hotel and Conference Center; and freelance projects with Shark Communications in Burlington.

As Carter carves a niche for herself, she says she intends to find different avenues to become immersed in her work, achieving a connection with her clients and their stories in the process, and promoting each of them in the best way possible.

She relates her commitment to work with companies throughout Vermont in order to "garner publicity for them locally, regionally, and nationally, via the Internet and through new media and social networking opportunities."

The mailing address for Rachel Carter, Public Relations and Marketing Consultant, is 118 North Champlain Street, Burlington, VT 05401. The telephone number is (802) 318-5527. The website is www.rachelcarterpr.com.