

# RACHEL SANDSTROM MORRISON

rachel@sandstrommorrison.com | 503.680.8781

Portland, Oregon

## SUMMARY OF QUALIFICATIONS

Dedicated and accomplished professional with a near decade-long career spanning both editorial and public relations roles in diverse industries, including food, beverage, wine, and sustainability. I excel in storytelling, creativity, and organizational management and have achieved much on behalf of my clients including: securing high-profile media coverage, orchestrating successful product launches, and crafting compelling content for clients. I'm adept at managing complex projects with tight deadlines, hosting events, and maintaining calm professionalism under pressure. Proficient in the *Chicago Manual of Style*, Adobe products, and Microsoft Office suite.

## BLUE PRACTICE PUBLIC RELATIONS, Public Relations and Communications

Manager (2020 - present)

- Maintained remote relationships with key media in cleantech, carbon, tech, agriculture, sustainability verticals leading to high-profile coverage in notable publications such as the *New York Times*, *Wall Street Journal*, *Bloomberg*, *Insider*, and trade publications such as *Physics Today*, *Sustainable Brands*, *One Planet Podcast*, *Carbon Pulse*, *Carbon Herald*, *Inhabitat*, *Bill Nye*, *Sourcing Journal*, *Science*, *GreenBiz*, *Kiplinger's*.
- Maintained category expertise in client industries including: agriculture and agtech, cleantech, fusion technology, carbon markets and credits, circular economy, and sustainability, enabling nimble media relations that leverages trends and relevant news to earn coverage.
- Successful award nominations:
  - Earned Calyx an honorable mention in Fast Company's World Changing Ideas awards (2023) for their carbon credit ratings platform.
  - Earned CIBO Technologies two AgTech Breakthrough Awards, a BOLD award honorable mention, Fast Company Brands that Matter honors, and a Grist 50 recognition for Jenette Ashtekar, CIBO's SVP of Product Management.
  - Mentored and managed junior employees in PR fundamentals, writing, client relationships

## WILD ROOTS SPIRITS, Public relations & communications manager (2019 - 2020, laid off)

- Managed junior marketing staff and led strategy for social media, email marketing, and website development, building new product websites from scratch, increasing open rates and click rates in email by 15%.
- Led the creative and strategic launch of Cucumber & Grapefruit Infused Gin, which resulted in 28,374,751 potential impressions without wire distribution.
- Organized and executed media deskside appointments in NYC for Wild Roots and WYLD sister company. The tour resulted in coverage in *Cosmopolitan* and interviews with *Bloomberg*, *Every Day with Rachael Ray*, and more.

**ROGUE ALES & SPIRITS**, Head of public relations and consumer engagement (2017 - 2019)

- Earned regular coverage in industry and consumer-facing publications, including the *New York Times*, *Brewbound*, *Paste*, *Food & Wine*, *Portland Monthly*, *TIME*, and local Portland-area broadcast outlets.
- Led the creative, strategy, and execution of the launch of Kulture Klash, a collaboration beer created with Brew Dr. Kombucha, resulting in coverage in national and local news and beer publications.
- Developed Rogue's Brand Ambassador program, resulting in increased user-generated content and deeper community relationships.
- Managed media-facing storytelling for Rogue's product and restaurant initiatives.
- Planned, executed, and hosted media-facing events supporting beer releases, nurturing media relationships and earning regular media coverage for the beer and brand.

**FRESH CUP MAGAZINE**, Digital editor (2017, laid off)

- Developed the sponsored content initiative for the magazine, resulting in a new revenue stream at a time of low advertising..
- Updated and maintained Wordpress website including metadata, posts, new authors and contributors, new pages, etc.
- Wrote features and columns for the print and digital versions of the magazine, edited using the *Chicago Manual of Style*.
- Managed all social media channels, resulting in an increase of followers and engagement across all platforms (10% - website, 10% - Instagram, 30% - Twitter).
- Spoke at an international conference about the United States Specialty Coffee industry and its history at the Athens Coffee Fest in Athens, Greece.

**WATERSHED COMMUNICATIONS**, Account manager (2015-2017, 2018-2021 contract)

- Developed and maintained strong relationships with the media to secure coverage in target publications.
- Organized and hosted successful media launch events that resulted in coverage in target local and national publications such as *Vanity Fair*, *Bon Appetit*, *New York Times*, *Willamette Week*, *Portland Mercury*, *Portland Monthly*.
- Managed a small team of interns, motivating and overseeing their work while providing guidance and mentorship.
- Developed innovative PR storytelling strategies that resulted in high profile coverage for my clients.

**EDUCATION**

Oregon State University, Bachelors of Arts in English