

RACHAEL K. McINTOSH

COMMUNICATIONS AND VISUAL DESIGN PROFESSIONAL •

CONTACT

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hello@rachaelkathryn.work

LOCATION

Kingston, Jamaica

Open to remote and hybrid opportunities

PORTFOLIO

 rachaelkathryn.work

BEHANCE

 Rachael McIntosh

LINKEDIN

 Rachael McIntosh

CORE COMPETENCIES

Publication Design

Strategic Communications

Visual Storytelling

Editorial Development

Media Relations

PROFILE

Communications and visual design professional with experience spanning editorial design, public relations, copywriting, photography, and print publication production. Combines strong editorial judgment with advanced Adobe Creative Suite proficiency to develop audience-focused communications from concept through final execution—including written content, publication layouts, campaign materials, and original imagery. Experienced in translating complex information into clear, visually compelling work across print, earned media, digital, and corporate environments.

EDUCATION

Bachelor of Arts (BA) in Digital Media Production, First Class Honours
Caribbean School of Media and Communication (CARIMAC)
The University of the West Indies, Mona

Recipient, Departmental Prize for Most Outstanding Academic Performance, BA Digital Media Production Programme (2018-2019)

EXPERIENCE

Supplements Officer ▪ May 2026 – Present

The Jamaica Observer Media Group

- Design and paginate multi-page publications using Adobe InDesign and QuarkXPress, managing article and image uploads and content linking in Neo through final print production.
- Designed the cover and masthead, and paginated the spreads for **ARC Manufacturing Limited's 40-page 30th anniversary supplement**, translating the brand's milestone into a cohesive visual treatment that received positive client feedback.
- Write and edit profiles, features, promotional copy, and publication introductions across sectors including food, shipping, insurance, education, and corporate affairs.
- Coordinate with Editorial, Sales, clients, and production teams to move content from brief and commitment stage through approval and publication.
- Develop original mastheads, covers, layouts and information graphics while maintaining publication standards and advertiser requirements.

EXPERIENCE (CONT'D)

Group Public Relations Executive ▪ April 2024 – February 2026

ATL Automotive Group ▪ Marketing MVP, Q3 2024

- **Managed public relations and communications execution** across a 12-brand automotive portfolio, supporting major launches, corporate initiatives, and brand campaigns.
- **Wrote 21 press releases from September 2024 – January 2026**, securing placements in *The Gleaner*, *Jamaica Observer*, *OUR Today*, and Porsche Latin America's Newsroom platform.
- **Translated technical product and business information** into accessible messaging for media, customers, and stakeholder audiences.
- **Coordinated media engagements**, including interviews, press invitations, vehicle test drives, outside broadcasts, and supporting press materials.
- **Produced original photography for press distribution**, corporate platforms, and brand communications, maintaining technical accuracy and brand standards.

AGENCY EXPERIENCE

Copywriter ▪ August 2023 – December 2023

Advertising and Marketing (AdMark) Jamaica Limited

- **Developed and localised campaign copy for Flow across its 15 Caribbean territories**, adapting television, radio, print, and digital messaging to market-specific audiences, campaign objectives, and production requirements.

Copywriter ▪ March 2022 – February 2023

OGM Integrated Communications Limited

- **Produced web, blog, and social media content for clients including National Commercial Bank (NCB) Jamaica Limited and VISA**, collaborating with clients and internal teams to refine messaging and contributing content to pitches and business-development proposals.

EARLIER EXPERIENCE

Adjunct Lecturer ▪ September 2019 – May 2022

Edna Manley College of the Visual and Performing Arts (EMCVPA)

- **Taught digital photography and visual communication to 40+ BFA students**, developing and delivering instruction on visual storytelling, image-making, and digital production workflows.

SKILLS

Editorial Design and Visual Communication

Publication Design ▪ Page Layout and Pagination ▪ Visual Storytelling ▪ Editorial Photography ▪ Information Design

Communications and Editorial

Media Relations ▪ Press Release Writing ▪ Feature Writing ▪ Copywriting ▪ Copy Editing and Proofreading ▪ Stakeholder Communications

Design, Publishing, and Editorial Systems

Adobe InDesign ▪ Adobe Illustrator ▪ Adobe Photoshop ▪ Adobe Lightroom Classic ▪ Adobe Lightroom ▪ QuarkXPress ▪ Neo CMS