# RACHAEL K. McINTOSH

COMMUNICATIONS AND VISUAL DESIGN PROFESSIONAL •


## CONTACT INFO

+1 876 872 7500

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*

## 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 and produced the 24-page *2026 National Honours and Awards* supplement,** creating the cover and masthead, designing editorial layouts, managing pagination, selecting and editing photographs, and shooting original photography featured in the publication.
- **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 on Porsche Latin America's *Newsroom*.
- **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*