

RACHAEL K. McINTOSH

CREATIVE COMMUNICATIONS & PUBLIC RELATIONS PROFESSIONAL •

CORE COMPETENCIES

Strategic Communications
Media Relations
Editorial Development
Stakeholder Engagement
Visual Communication

PORTFOLIO

rachaelkathryn.work

CONTACT

(876) 872-7500

hello@rachaelkathryn.work

SOCIAL MEDIA

 [Rachael McIntosh](#)

 [itsleahcar](#)

LOCATION

Kingston, Jamaica

Open to *remote/hybrid*

PROFILE

Communications professional with experience developing clear, audience-focused content across corporate, technical, and public-facing contexts. Combines strong editorial judgment with advanced Adobe Creative Suite proficiency to deliver accurate, high-visibility communications across media and digital platforms.

EDUCATION

Bachelor of Arts (BA) in Digital Media Production

Caribbean School of Media and Communication (CARIMAC)
The University of the West Indies, Mona

EXPERIENCE

Group Public Relations Executive • April 2024 – February 2026

ATL Automotive Group

- Executed integrated communications across a 12-brand automotive portfolio, contributing to major launches and brand initiatives.
- Translated technical product information into accessible messaging for public and stakeholder audiences.
- Produced and placed 15 press releases across national media outlets—the *Jamaica Observer* and *OUR Today*—driving consistent visibility between March and November 2025.
- Maintained consistent earned media presence across national platforms through sustained press activity.
- Built and managed internal tracking systems for media engagement and communications outputs, improving coordination across the entire portfolio.

Copywriter • August 2023 – December 2023

Advertising and Marketing (AdMark) Jamaica Limited

- Developed cross-platform content for television, radio, print, and digital channels, tailoring messaging to audience and format.
- Produced and refined copy aligned with campaign objectives, ensuring accuracy and consistency prior to release.
- Worked with internal teams to refine messaging and ensure alignment with campaign direction and client expectations.

EXPERIENCE (CONT'D)

Copywriter ▪ March 2022 – February 2023

OGM Integrated Communications Limited

- **Produced written content for web, blog, and social platforms**, shaping messaging to suit audience and platform context.
- **Collaborated with clients and internal teams to refine content** and align outputs with communication goals.
- **Supported business development efforts** through content contributions to pitches and proposals.

Adjunct Lecturer ▪ September 2019 – May 2022

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

- **Delivered instruction in photography and visual communication to 40+ BFA students**, translating technical concepts into applied, practice-based instruction.
- **Led critique-based sessions** that strengthened analytical thinking and decision-making in visual practice.

SKILLS

Communications and Editorial

Public Relations Writing ▪ Copywriting ▪ Editorial Review and Proofreading

Digital Content and Platforms

Social Media Content ▪ Content Planning

Visual Communication (Adobe Creative Suite)

Adobe Lightroom Classic ▪ Adobe Photoshop ▪ Adobe Illustrator ▪ Adobe InDesign ▪ Canva/Adobe Express (working proficiency)

AWARDS

Marketing MVP of the Quarter ▪ ATL Automotive Group

Awarded for outstanding performance for Q3 2024

PROFESSIONAL DEVELOPMENT

K-12 Blended Learning and Online Strategies ▪ UNESCO/Blackboard, 2021

Rudiments of Still Photography ▪ Media Technology Institute (MTI), 2016