

RACHEL MILTON

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Content Director & Storyteller | Client-Facing | Problem Solver | **تکلم باللغة العربية | מדברת עברית**

Content Crafter, Producer, Director, Writer, Logistics Expert & former Journalist with a passion for people, storytelling & communication, a penchant for client relations, financial oversight & change and resource management, as well as Hebrew- & Arabic-speaking abilities. Conscientious Disrupter who effectively utilizes concepting, writing, research & a varied and creative background and who learns nimbly. Tenacious, humble, thorough and responsible expert-in-training for whatever subject matter you throw at me. Driven to constantly challenge acquired skills & viewpoints, to access the human experience and compel others to care. Seeking creative, analytical role on a team that values accuracy, efficiency, diplomacy, integrity & organized impact. Very open to non-Production roles.

Core Strengths

- ♦ Editorial Analysis & Execution
- ♦ Emotional Intelligence
- ♦ Project Management
- ♦ Branding/Microsites
- ♦ Budget Oversight
- ♦ Investigative Research
- ♦ Negotiations & Contracts
- ♦ Multitask Precision
- ♦ Crisis Communications
- ♦ Global Diplomacy
- ♦ Organizational Alignment
- ♦ Predictive/Evaluative Perspective

Professional Experience

Hogarth Worldwide, Chicago, IL

04/2021 – Present

Senior Integrated Producer — Currently executing a global content studio to strategize content development as well as shoot and produce it for separate brands of The Coca-Cola Company and Nestlé. Have produced nearly 3000 assets of varying lengths and formats in 2024 alone.

Previously served simultaneously in client-facing Account, Project Management and Integrated Content Producer roles, leading a cross-functional team across sister agencies and executing creative pitches/decks, content development, copywriting, pre-production, production and post-production supervision, influencer management, budget & resourcing oversight, revenue forecasting & recognition and scope authorship.

- Produced campaigns of engaging social content that have, largely, exceeded benchmark metrics YoY for Abbott Labs, a Fortune 500 health tech client.
- Incrementally increased anticipated revenue YoY by always serving clients' best interest.
- Defined/realized strategic insights and A/B testing; plugging into platform trends; motivated by innovative tech & inspired experiments.
- Oversaw Abbott's Influencer Strategy and Management at the Consumer Electronics Show (CES) 2024, achieving highest ER and CTR to-date.
- Harnessing latest artificial intelligence (AI) tools to provide Nestlé with bespoke post-production solutions for breakthrough, primary organic content.

Emet Consulting, Inc., Chicago, IL

09/2007 – 04/2021

Lead Producer, Director, Writer, Unit Production Manager, Line- and Post-Producer – (Sub-contracted by A/L Media Strategy, a political strategy agency, 6/2018 – 11/2018 and 2/2020 – 11/2020)

- Produced over 400 political campaign spots for South Carolina Senate candidate Jaime Harrison – including TV, radio, digital and OOH spots, and executing 14 COVID-19- safe production shoots with up to 80 crew and participants—vaulting client into his status as the “most competitive” and “highest fundraising” challenger to entrenched opponent, Senator Lindsey Graham.
- Produced more than 100 political campaign ads for television and digital use on behalf of New York Governor Andrew Cuomo, as well as for Arizona Secretary of State Katie Hobbs in the lead-up to the 2018 midterm elections.
- Worked seamlessly with account executive and agency partners and engaged in comprehensive research, accessing polling data, mainstream media and primary sources to ensure client expectations were satisfied, if not always surpassed.

Integrated Producer & Consulting Multimedia Director – (Sub-contracted by a counterterrorism non-profit, 09/2013 – March 2021)

- Built a multimedia production unit focused on producing quickly digestible media and social content on a regular basis, while working on exclusive, longer-range documentary projects.
- Crafted video and print stories and responses – in various voices/tones – to reporter questions from media, including *The New York Times* and *The Washington Post*, as well as op-eds, ad campaigns and media proposals and budgets.
- Oversaw other editorial projects, including book publishing, website development & comprehensive branding strategy.
- Experiential marketer who personally generated more than \$1 million in donations between 2015 and 2020.

Editorial Director of Global Digital Media Trendbook 2013 – (Sub-contracted by World Newsmedia Network, 2013)

- Generated and edited approximately 500 infographics and wrote/copy-edited the annual edition of an industry book on digital trends in newspaper, magazine, television/radio and mobile media formats. Experiential marketer who personally generated more than \$1 million in donations between 2015 and 2020.
- Managed an international team of blog writers, as well as produced original content and oversaw social media for the publisher's website.

Producer – (Sub-contracted by Kurtis Productions for CNBC, 2010)

- Produced a CNBC “Titans” profile of Hugh Hefner. Obtained unique access to Mr. Hefner's personal and professional activities.

Supervising Producer, Director and Writer – (Sub-contracted by a counterterrorism non-profit, 2007 - 2013)

- Produced a feature film about the Muslim Brotherhood, “Jihad in America: The Grand Deception,” rolled out in film festivals as well as theatrical and online distribution. 2007 – 2013.
- Deeply involved in crafting all print and digital promotional materials, as well as executing large-scale event extensions, including electronic press kit production, pitch meetings, debates & discussion forums.

Towers Productions, Inc., Chicago, IL

08/2001 – 08/2007

Senior Documentary Producer - Conducted development and pre-production, executed production and supervised post-production & budget.

- “Narco-State: The Poppy Jihad” – CNN. Co-producer. Program on Afghanistan's opium trade. 2007
- “Triple Cross: Bin Laden's Spy in America” – *National Geographic Channel*. Writer/Producer. 2006
- “Inside 9/11” – *National Geographic Channel**. Writer/Producer of Hour 1 of 4-part series, about terror's historical context leading up to September 11th. Instrumental in crafting series standards. 2005 * **Nominee: Primetime Creative Arts Emmy Award (2005-2006)**
- “After Saddam” and “The Case Against Saddam” – *Discovery Times Channel*. Consultant. 2003&2004

Education & Training

Medill School of Journalism, Northwestern University

Master of Science, Journalism (MSJ), Bachelor of Science, Journalism (BSJ) – *Cum Laude*

University of Chicago

Arabic Language and Cultures Certificate Program