

Rachel M Payne

hello@rachelmpayne.com

803.367.6565

Notable Achievements

**Produced, co-wrote, directed, led marketing, and secured world-wide distribution for award-winning feature documentary as lead generator.*

**Field produced Bank of America commercials with agency based in NY, and NASCAR/Fox Sports Bets commercial with agency based in CA.*

**Developed and administered new \$5000 grant as nonprofit Vice President.*

**Initiated local, organic marketing campaign that raised \$3000 in 10 days.*

**Booked influencers as interviewers for film competition red carpet, produced and directed two videos with the footage for promo, featured on news channels.*

**Supervised the sourcing, digitizing, cataloging, and licensing of 10,000+ media files for feature documentary.*

**Co-wrote and designed 60-page study guide based on feature documentary.*

**Established customer profiles and organic social media strategies for company with history of word-of-mouth and blog presence, trained junior marketer.*

**Led cold-calling fundraising team to achieve highest daily average in region.*

Skills

*Marketing Content Strategy

*Copy/Script Writing & Copy Editing

*Video Production & Direction

*Booking & Logistics

*Contract Review & Media Licensing

*Wordpress, Elementor

*Microsoft Office & Google Suite

*Constant Contact, Mailchimp

*Asana, Teamwork, Zoho

*Canva

Training

BA, Interdisciplinary, *Theatre and Business*

4-Month Intensive, *TV Writing*

Direct-Response Copywriting Specialist Certification

Study Abroad, *Acting*

Study Abroad, *Spanish*

Belhaven University, 2016

Creators Writing Room, 2022

Digital Marketer, 2018

Moscow Art Theatre School, 2011

Bolivia, 2001-2005

Honors

<i>Best Director Nominee, Norm Geisler: Not Qualified</i>	2022
<i>Dean's List, Belhaven University</i>	2007
<i>Honors College, Belhaven University</i>	2007-2008
<i>Spanish Honor Society</i>	Est. 2006
<i>National Theatre Honor Society</i>	Est. 2006
<i>Who's Who Among American High School Students</i>	2006

Experience

Producer, Co-Writer, Director, Study Guide Co-Author for Feature Documentary
Norm Geisler International Ministries, Inc.
2018-2023

Marketing and Operations Consultant
Norm Geisler International Ministries, Inc.
2018-2022

Producer, Director, Writer, Sales Representative
Aspire Life Media
2017-2018

Producer, Director
The Nebras Method
2018

Production/Location Coordination/Assistance for Commercials, Industrials, and Unscripted TV
Freelance: Tattoo Projects, Fourth Ward Productions, Westmoreland Films, Imperium
Productions, W2 Films, TGS Film, Wheelhouse Media, Category 6 Media Group, *et. al.*
2016-2023

Story Consultant, Artist Manager
Mind Set Frames Productions
2013-2015

Staff Writer
Buzz Center Stage
2013-2014

Volunteer

Carolina Film Community
Vice-President, 2020-2022
Advisory Board Member, 2018-2019
Media Coordinator, 2017

Charlotte Film Festival
Submissions Reviewer, 2018-2020