RACHEL COLQUITT

 863-670-0963 | pleasantrachel450@gmail.com

**SUMMARY**

Versatile and creative marketing and communications professional with a proven track record of transformational leadership.

**EXPERIENCE**

**2023-Present Vice President of Marketing & Communications, South Piedmont Community College**Built marketing team from ground up. Led website redesign, intranet creation, mascot development committee, internal and external signage committee, CRM implementation. Achieved largest social media followership and web traffic increases in institutional history. Contributed to year-over-year enrollment growth in 2023 and 2024.

**2021-2023 Communications Director, Piedmont University**Oversaw external marketing agency and internal staff members that included two graphic designers, project manager, digital marketing manager, and student social media influencers. Achieved the largest social media and web traffic gains in institutional history, contributing to the university’s largest-ever freshman class.

**2017-2021 Senior Director of Communications, *Polk County Public Schools***Managed a team of videographers, graphic designers, media relations professionals, and event planners for Florida’s seventh-largest school district. Designed recruitment campaigns for technical colleges and magnet/choice schools. Created content to promote public schools. Served as official spokesperson.

**2016-2017 Communications and Marketing Manager, *University of South Florida***Contributed content to university websites, collaborated with members of the communications and marketing team for social media campaigns and internal and external communications, wrote speeches for the president.

**2011-2016 Communications Director, *Polk State College***Created content for the college’s website, managed social media accounts, served as the primary media contact and spokesperson, developed and oversaw creation of recruitment campaigns, wrote speeches for the president.

**EDUCATION**

2025 Digital marketing certificate, Kennesaw State University

2016 M.A. Mass Communications — Strategic Communication Management, *University of South Florida*

2003 B.A. Mass Communications — Magazine Journalism, *University of South Florida*

**ADDITIONAL EXPERIENCE, AWARDS AND MEMBERSHIPS**

Google Analytics certified

Google Ads certified

HubSpot email marketing certified

The Poynter Institute/American Copy Editors Society — Copy Editing Certification

Adjunct instructor, First Year Experience, Polk State College and Piedmont University, 2016-17, 2022-23

Kappa Tau Alpha Top Scholar Award, 2016

Phi Kappa Phi Honor Society inductee, 2015

Punch Sulzberger Award, the New York Times, 2010

Leadership Union, Class of 2024

Volunteer for Humane Society of North Georgia, Florida State Parks, Guardian ad Litem

Yoga instructor

New Yorker cartoon caption contest finalist

Volunteered at a Guatemalan orphanage with One More Child