

RACHEL MCFADYEN

CREATIVE LEADER



310-990-5251



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Los Angeles, California



www.rachelmcfadyen.com

PROFILE

- Builds relationships across complex networks with diverse stakeholders
- Collaborative and adaptable problem solver
- Committed to continuous development

EDUCATION

London School of Economics

- MSc, European Politics and Policy

University of Wisconsin - Madison

- BA, Political Science

EXPERIENCE

- **Google School for Leaders** 2021-2024
Executive Producer (contract)
Spearheaded video development for groundbreaking executive e-learning platform
- **Long Story Short Media** 2021-2023
Senior Producer
Led thought leadership projects for dynamic creative agency with clients including Google, UnitedHealth Group and the Clinton Foundation
- **ICANN** 2018-2021
Content Strategist
Partnered with executive, policy, technology, and legal teams to shape messaging for the international organization coordinating the Internet's technical architecture
- **Consultant** 2013-2018
Developed multiplatform content, social media strategy, and executive media training
- **CNN** 2005-2013
Deputy Bureau Chief, Western Region
Managed fast-paced daily newsgathering operations across 22 states
- **CNN International** 1999-2005
Executive Producer, Europe, Middle East, and Africa
Tactical and strategic direction of award-winning news production for sophisticated audiences

SKILLS

- Team leadership, including recruiting, hiring, developing, integrating, and motivating teams
- Developing authentic thought leader, advocacy, and narrative multimedia content and experiences
- Copywriting, scriptwriting, editing and proofreading
- Full-cycle video and podcast production. Live and virtual event development and production
- Extensive experience with multinational and distributed workforce

REFERENCES

Emily Williams

Product Lead, Google School for Leaders
emilywilliams@google.com
360-633-4480

Leslie Grisanti

Executive Creative Director,
Leslie Grisanti Creative
leslie@lesliegrisanticreative
312-633-1508

INTERESTS

Travel, Oxford commas, street food, cheesy television, dogs