

RACHEL MCFADYEN

CREATIVE LEADER

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PROFILE

- **Creative content leader** with 20+ years of experience translating complex business strategies and technical architectures into immersive learning experiences and thought-leadership narratives.
- Expertise in **editorial strategy, scriptwriting, and case study development** for global executive audiences.
- Deep background in **journalistic best practices** including standards, fact-checking, and multimedia production for high-stakes environments.

EXPERIENCE

■ The Google School for Leaders

2024-Present

Executive Producer (Contract)

- Spearheaded scripting and production for **Google's award winning Manager Development Series**, an immersive e-learning platform for Google's 30,000+ managers.
- Developed **long-form case studies, business simulations, and interactive participant exercises** based on internal research and executive interviews.
- Partnered with subject matter experts and senior leaders to translate complex management frameworks into **clear, actionable, and engaging learning content**.
- Drafted **talking points, interview questions, and briefing books** to support high-fidelity video seminars and modular learning systems.

■ Long Story Short Media

2021-2023

Senior Producer

- Led **thought leadership and advocacy projects** for dynamic creative agency with clients including Google, UnitedHealth Group, and The Clinton Foundation, focusing on **turning high-level policy and business goals into compelling multiplatform stories**.
- Managed cross-functional teams of writers, editors, and researchers to **deliver accurate, research-backed narratives on tight deadlines**.

SKILLS

LEADERSHIP AND OPERATIONS

- **Team Management:** Recruiting and leading global, distributed creative teams.
- **Stakeholder Relations:** Building partnerships across complex, cross-functional networks.
- **Operational Oversight:** Managing large-scale projects in high-stakes environments.

MULTIMEDIA PRODUCTION





- **Full-cycle Production:** End-to-end leadership for video, podcasts, and virtual events.
- **Thought Leadership:** Creating advocacy and multimedia content for global audiences.
- **Strategic Messaging:** Developing talking points and speaker briefs for senior leaders.

WRITING AND STRATEGY

- **Executive Content:** Copywriting, scriptwriting, editing, and proofreading.
- **Instructional Design:** Translating complex business data into narrative-driven learning.
- **Editorial Standards:** AP & Chicago Style, sourcing, fact-checking, and research standards.

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EXPERIENCE (CONTINUED)

■ ICANN

2018-2021

Content Strategist

- Partnered with executive, policy, technology, and legal teams to **synthesize dense technical information into clear messaging** regarding the Internet's technical architecture.
- Lead editor **ensuring factual accuracy and consistency** across all corporate and educational platforms.

■ CNN

2005-2013

Deputy Bureau Chief, Western Region

- Managed **fast-paced daily newsgathering operations** across 22 states, requiring exceptional people skills and adaptable operational management.

■ CNN International

1999-2005

Executive Producer, Europe, Middle East, and Africa

- Tactical and strategic direction of award-winning production team **delivering complex and sensitive storytelling for sophisticated global audiences.**

EDUCATION

LONDON SCHOOL OF ECONOMICS

- MSc, European Politics and Policy

UNIVERSITY OF WISCONSIN- MADISON

- BA, Political Science

REFERENCES

Emily Williams

Product Lead, The Google School for Leaders

Phone: 360-791-4480

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Tony Maddox

Executive Vice President and Managing Editor (Retired), CNN International

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Leslie Grisanti

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INTERESTS

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