



# Rachel Gold

Rachel has always been a storyteller — including seven years as a reporter, eight years in public relations, and a Master of Fine Arts in Writing. She spent her seven years in the print media as the senior writer for a weekly newspaper with a readership that went up to 100,000 at its peak. After that she spent a year syndicating a technology column in a dozen similar papers around the country before entering the field of public relations. She worked as a PR manager for a \$60 million tech company whose reach extended to Europe, Asia and Australia. Rachel offers:



**Playful Curiosity.** Rachel creates a space in which people enjoy expressing themselves and collaborating. Her inquisitive and humorous interviewing skills help you discover the heart of your message.

**Transformative Thinking.** As a natural connector of ideas, Rachel is adept at seeing the larger picture and using that to generate new angles for your marketing messages and PR campaigns. Bringing Clarity. After working in highly specialized technology communications, Rachel has honed her talent for taking complicated ideas and communicating them in a simple, elegant and straight-forward fashion.

**Branding Magic.** Steeped in the traditions of mythology and storytelling, Rachel connects to the archetypal concepts that empower brands.

Rachel holds a Bachelor of Arts in English and Religious Studies from Macalester College and a Masters Degree of Fine Arts in Writing from Hamline University. When she's not teaching people how to better express themselves or working on her novels, you can often find Rachel online playing with new technology.

**Expect leaps of intuition grounded in thorough research, a quick wit and the ability to have a deep and real conversation with anyone.**

