

Contact

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Top Skills

Marketing

Public Relations

Communications Strategy

Languages

English

Rebecca Forrest, Ph.D.

at

College Park, Maryland

Summary

Accomplished media relations, promotions, and publicity expert with 10+ years of professional experience in marketing and public relations. Strengths in managing vendors, relationship building, creative, yet strategic, thinking, coordinating on-site media shoots, and pitching partnership and publicity opportunities/stories.

Experience

GET-NSA - Department of Energy - Historic Records Program

Document Reviewer

2015 - Present

Technical Reviewer – Work as a Document Reviewer at the National Declassification Center for the National Archives and Records Administration in College Park, MD on behalf of the Department of Energy (DOE).

Responsible for implementing the requirements of Executive Order 13526 regarding the classification and declassification of information.

- Serve as a subject matter expert in the technical areas of nuclear science and nuclear weapon design, development, testing, production, and deployment.

Data Analyst – Utilize critical thinking skills and classification guides to provide rationales for releasing or retaining historical records. Conduct Quality Control Reviews of other agency documents in accordance with Executive Order 13526 in order to ensure that all Restricted Data and/or Formerly Restricted Data is identified.

- Determine if a record contains the equities of other Government Agencies.

Freelance

Publicist

January 2014 - Present

Pitching national media, including the Ellen DeGeneres Show, CNN, People Magazine, BuzzFeed, and George Takei for automotive host.

George Mason University

Graduate Lecturer

August 2012 - May 2014 (1 year 10 months)

Fairfax, VA

Taught courses for the Sociology and Anthropology Department and the Bachelors of Interdisciplinary Studies Department.

Proposed 2 new courses accepted for inclusion in course offerings – Anthropology of Popular Culture–Bones, Skulls, and Tomb Raiders; Cultural Anthropology of Murder–Monsters, Vampires, and Sacrifice.

- Exceeded enrollment expectations. Gained favorable reviews from students and fellow faculty members.
- Taught Bachelor of Interdisciplinary Studies, focused on writing–intensive courses.

Anthropology 114 - Introduction to Anthropology

Anthropology 399 - Anthropology of Human Horrors: Monsters, Vampires, and Sacrifice

Overview: This course will focus on the study of murder. However, unlike other courses that are concerned with motive, psychology, or appropriate punishments, this class will take a cultural look at murder including the cultural factors involved leading up to a murder(s), how culture dictates the ways that murder is investigated, and how culture forms and influences the public's reaction to murder.

Anthropology 400/399- Anthropology of Popular Culture: Bones, Skulls, and Tomb Raiders

Overview: We are surrounded by popular culture, but it has only been in recent memory that the study of popular culture in fields outside anthropology has been cautiously accepted. Historically most anthropologists have been critical of popular culture, particularly Western Popular culture, and seen it as a force that destroys the cultures they have studied.

However, as students of anthropology it is necessary to remember that the study of popular culture is central to our field. Though the central question is: Whose popular culture? It can be argued that the founders of anthropology were centrally concerned with studying popular culture, just not Western popular culture.

Bachelors of Individualized Studies 300 & 490

Feld Entertainment

Marketing Consultant

November 2011 - January 2012 (3 months)

Vienna, VA

Accountable for conducting research and analyzing local market factors consisting of economy, political and social indicators, media outlets, and reader/viewer/listening audiences.

- Expedited decision-making process for encouraging engagement in Washington D.C. by integrating research results into marketing plans.
- Conducted competitive market research on events, market gaps, and consumers' background and attitudes, compiled and included in 52-page, 20-week advance marketing plan.

P2V (currently Companions for Heroes)

Executive Director and Communications/Marketing/Development Director

May 2010 - September 2011 (1 year 5 months)

Charged with managing organization, communications, marketing activities, fundraising, and directing volunteers and initiatives across the country.

- Developed and controlled operating budget, created back-dated accounting log, and managed donor database and communications.
- Pitched, landed, and coordinated articles in major publications and Media Channels: The Washington Post, and CBS Evening News, "Dogs' Devotion Help Heal Vets' Inner Wounds", June 23, 2011. Time Magazine, "Bringing Dogs to Heal; Care for Veterans with PTSD," Nov. 22, 2010.
- Pitched reality show in conjunction with Collins Avenue Production Company: Gained and sustained interest of Animal Planet, TLC, and Discovery Channels.
- Wrote grants and acquired >\$65K in grant money within 9-months. Secured > \$170K in donations/grants in FY 2011.
- Achieved publicity, communications, and marketing plan goals through social media, grassroots marketing, and communication partnership with local and national media, as well as volunteer marketing and communications assistance.

George Mason University

External Relations/Development Assistant

August 2004 - April 2011 (6 years 9 months)

Responsible for drafting and disseminating press releases and calendar listings announcing Library events/acquisitions, and managing marketing/communications with donors, faculty, staff, students, community members, and prospective partners.

- Integral in facilitating events, productions, and contributing to creative services working in partnership with Dean, staff, and students.
- Supervised event board staff, selected images for annual holiday cards, and managed writing and design of the University Libraries Newsletter.
- Updated design for newsletters:
- Coordinated and managed donor and alumni receptions, planned and executed events and exhibits, including films commemorating the 400th Anniversary of the founding of Jamestown, VA.

Northern Virginia Community College

Adjunct Professor - Sociology

January 2009 - December 2009 (1 year)

Courses taught:

Sociology 201

Sociology 202

Feld Entertainment

Marketing & Sales Manager

October 2000 - June 2004 (3 years 9 months)

Responsible for all marketing, communications, sales, event planning and execution, and communications between the shows and buildings for Ringling Bros. and Barnum & Bailey and Disney on Ice shows across the country.

Held accountability for a broad range of marketing and sales activities, including event planning, PR campaigns, marketing plan development, budget reporting, agency contracts, and media relations.

- Hired and managed qualified sales staff, media buyers, local public relations firms, and outside vendors.
- Delivered unprecedented show sales records in Baltimore, MD, Salisbury, MD, and Lubbock, TX
- Efficiently planned and executed shows and worked collaboratively with international show performers.
- Negotiated media deals/rates, value-added agreements, PR and group sales contracts, outside event supply and catering service rates.

- Managed marketing collateral consisting of content development and proofreading of creative marketing materials, advertising, and promotional deals.
- Worked closely with international performers, show management, venues, and managed local publicists.
- Organized and managed high profile events including animal walks, elephant brunches, outdoor ice skating events, charity events, backstage pre-performance dinners and parties, and backstage meet-and-greets.
- Set sales records in Baltimore, MD, Salisbury, MD and Lubbock, TX.
- Oversaw budgets, finances and financial settlements.
- Drafted contracts for PR agencies and group sales agents and letters of agreement with media partners, retail partners, and vendors.

CMJ

Baltimore/DC College Representative

2000 - 2000 (1 year)

- Local grassroots marketing in DC area.
- Created database for local marketing purposes and use by home office in NYC.

George Mason University

Concerts Director - Program Board

1999 - 2000 (2 years)

- Handled marketing, promotions, and PR both within the University and in the surrounding community.
- Arranged all aspects of concerts: booking, security, hospitality, parking, budgeting, event management, and publicity.
- Managed concerts volunteer board.

Arista Records

Baltimore/DC College Representative

1999 - 2000 (2 years)

- Grassroots marketing centered on college campuses, locally owned record stores, and live shows.
- Created flyers, press kits for distribution to local retail and College radio stations.
- Wrote monthly status reports relating to market trends and promotions.

George Mason University

Music Director - WGMU

1998 - 1999 (2 years)

- Communicated with representatives from major record labels.
- Reviewed all new music, created weekly charts and reported to CMJ.
- Organized events and concerts for station. Including, but not limited to: booking and arranging travel.

Education

George Mason University

PhD, Cultural Studies · (2007 - 2017)

George Mason University

Doctor of Philosophy - PhD, Cultural Studies/Critical Theory and Analysis · (2007 - 2017)

George Mason University

MAIS, Cultural Anthropology & History · (2003 - 2006)

George Mason University

BA, Communication · (1997 - 2000)