

Rachel Morrison

Senior communications leader with 10+ years turning complex data into compelling stories. Skilled at data-driven PR, thought leadership, and executive communications that build reputation, secure Tier 1 coverage, and drive measurable business impact.

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Senior Manager, Public Relations, Propllr - Remote | 7/2024 - Present

- Translate complex AI, SaaS, smart manufacturing, and health-tech stories into media narratives that earn Tier 1 coverage and sustained trade visibility.
- Build and manage thought leadership programs that position executives as authoritative voices through contributed articles, interviews, and high-visibility speaking opportunities.
- Leverage media and analyst relationships to consistently secure coverage in competitive sectors.
- Coach executives for interviews, panels, and contributed content to elevate their visibility and authority.
- Align communications across product, sales, and global marketing teams to ensure unified corporate messaging.
- Produced an executive event that contributed to \$2M+ in new pipeline.

PR & Communications Manager, Blue Practice Public Relations - Remote | 2/2020 - 5/2024

- Translated complex climate-tech and sustainability innovations into clear, trusted narratives that secured consistent Tier 1 and trade coverage (WSJ, Bloomberg, GreenBiz).
- Led thought leadership programs that placed executives as authoritative voices in key media outlets.
- Coordinated global stage presence for Bill McDonough at the World Economic Forum (Davos), preparing messaging and media engagement that elevated client visibility.
- Led integrated digital campaigns—including social media, blogs, and content strategy—that extended reach and supported demand generation.
- Used sentiment and trend analysis to proactively shape campaigns, strengthen reputation, and uncover new storytelling opportunities.
- Managed a high-performing team of 3, fostering collaboration, growth, and execution across accounts.

PR & Communications Manager, Wild Roots Spirits - Portland | 4/2019 - 2/2020

- Led brand communications, product launches, and influencer marketing campaigns that expanded customer and distributor relationships.
- Directed social media strategy across multiple platforms to sustain brand presence.
- Managed and coached a cross-functional team of 2.

Head of PR & Consumer Engagement, Rogue Ales & Spirits - Portland | 11/2017 - 4/2019

- Directed all PR for the global company, including corporate communications, restaurant and product launches, sponsorships, events, and nonprofit partnerships.
- Launched a national brand ambassador program to expand reach and credibility.

Account Manager, Watershed Communications - Portland | 9/2015 - 9/2017

- Built integrated campaigns combining PR, influencer engagement, branded content, and experiential activations for food and beverage brands.

Education: Bachelor of Arts in English, Oregon State University

Certifications: AI in PR & Communications, Section / PR Council

Expertise: media and analyst relations, executive communications, corporate narrative, thought leadership, health-tech and B2B PR, reputation management, internal communications, digital strategy, stakeholder alignment, and team leadership.