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RACHEL COFFMAN

ABOUT RACHEL

Rachel Coffman is a public relations and governmental affairs professional with over 15 years of practice in communications. The owner of Coffman Collaborative, a public relations firm, Coffman specializes in reputation management and stakeholder building with manufacturers, transportation providers and other industrial sector businesses.

WORK EXPERIENCE

PRESIDENT & FOUNDER

COFFMAN COLLABORATIVE LLC, CHARLESTON, WEST VIRGINIA

2021-Present

Coffman Collaborative is a communications firm specializing in governmental affairs and stakeholder engagement for the manufacturing and energy sector.

SERVICES

Lobbying/Public Policy Communications- Monitor legislation, engage in strategic policy advancement and lobbying services, develop policy communications messaging and strategy, manage issue management campaigns and execution.

Crisis Communications - established crisis protocol and communications messaging, media training, assist in crisis scenarios with incident command system communications.

Reputation Risk Management - review and assess reputation risks, establish practices for risk reduction, and help develop strategies for communication implementation.

Community Relations Engagement – Develop and implement community relations campaigns with selected stakeholders, identify collaborative relationships, and coordinate charitable giving and in-kind time for clients.

VICE PRESIDENT & DIRECTOR OF CREATIVE SERVICES

TSG CONSULTING, CHARLESTON, WEST VIRGINIA

2010 – 2021

- Vice President & Director of Creative Services 2014 – 2021
- Senior Account Executive 2012 - 2014

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- Account Executive 2010 – 2012

TSG Consulting is a governmental affairs firm based in Charleston, West Virginia. The firm specialized in healthcare policy engagement.

SERVICES

Lobbying, Monitoring, Issue Management
Communications/Engagement, Branding Development, Campaign
Strategic Planning/Implementation, and Graphic Design

EDUCATION

2008

B.A. IN MASS COMMUNICATIONS (PUBLIC RELATIONS)

MARSHALL UNIVERSITY, HUNTINGTON, WEST VIRGINIA

Magna Cum Laude Graduate

2011

MASTER IN BUSINESS ADMINISTRATION

UNIVERSITY OF CHARLESTON, CHARLESTON, WEST VIRGINIA

2019

GRADUATE CERTIFICATE – BUSINESS, INTERNATIONAL, AND POLITICAL ECONOMY

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE , LONDON, ENGLAND

PROFESSIONAL
EDUCATION

- Crisis Communication Certificate – Public Relations Society of America
 - Reputation Risk Management Certificate – Public Relations Society of America
 - FEMA Emergency Management Incident Command IS-00029.a entitled Public Information Officer Awareness.
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BOARD/COMMITTEE
POSITIONS

- WV Manufacturers Association Educational Fund Board of Directors
- Opportunity West Virginia Board of Directors
 - President – 2019 - Present
- WV PRSA Chapter Board of Directors
 - Assembly Delegate – 2023-2026
 - Immediate-Past President – 2021-2022
 - President – 2020 – 2021
- PRSA National Membership Committee 2022 - Present

- WV Manufacturers Association Governmental Affairs Committee – Associate Member Chair - 2014 -Present
- WV Chamber of Commerce Governmental Affairs Committee Member 2014 - Present
- WV Chamber of Commerce Environmental Committee Member 2015 - Present
- University of Charleston Business Advisory Council Member 2021 - Present
- YWCA Public Policy Committee 2020-Present
- National League of Women Lobbyist – West Virginia Representative 2021-Present
- Friends of Clay Center for the Arts & Sciences– 2010- Present
 - Clay Center Carnival Gala Co-Chair 2015, 2016, & 2022
- Governor Jim Justice’s Transition Health Policy Committee

AWARDS/HONORS

- Public Relations Society of American (PRSA) West Virginia Chapter Practitioner of the Year - 2022
- State Journal Generation Next: 40 Under 40 - 2021
- West Virginia Executive Magazine Young Gun Class of 2018
- Public Relations Society of American (PRSA) West Virginia Chapter Young Professional of the Year - 2012
- Leadership West Virginia Class of 2013
- Leadership Kanawha Valley Class of 2015
- 2022 PRSA Crystal Award Community Relations Campaign: Belle Chemical Company
- 2022 PRSA East Central District Diamond Award: Branding Campaign/Belle Chemical
- 2022 PRSA East Central District Diamond Merit Community Relations
- 2022 PRSA East Central District Diamond Merit Media Relations
- 2022 PRSA East Central District Diamond Merit Logo Design
- PRSA WV Crystal Award Public Affairs Campaign, Restoring Budget for Local Health Departments – 2019
- PRSA WV Crystal Award Reputation/Brand Management Campaign, City of Nitro - 2019
- PRSA WV Crystal Award Special Events and Observances Less than 7 Days, Rosie the Riveter Film Premiere – 2011
- PRSA WV Crystal Award Special Events and Observances Less than 7 Days, NAFC Washington D.C. C.A.R.E. Clinic - 2010
- PRSA of WV Crystal Award for Non-profit Logo Design 2010

- FBI-Pittsburgh Charleston Resident Agency Citizens Academy
Class of 2019