



DISTRICT LEADER BIOGRAPHICAL INFORMATION

Candidate's Name: Rachel Kresge

Candidate's Office: Northern Division Director District Number: 10

Toastmasters member since: April 1, 2014

Education:
Bachelor of Science in Journalism, Public Relations Concentration from Ohio University's Scripps School of Journalism

Toastmasters offices held and terms of service:
Club Vice President of PR - two terms, 2015-2016, 2016-2017
Club President - two terms, 2017-2018, 2018-2019
Area 50 Director - 2017-2018
Fall Conference Co-Chair for District 10, 2017-2018

Toastmasters honors and recognition:
District Director award for service to the district in 2017-2018
Distinguished Toastmaster designation
Dynamic Leadership Pathway Level 1, earned (level 2 to be earned January 30)
2nd place in District Speech Evaluation contest, 2019

Relevant work experience and how it relates to Toastmasters and your role as a District leader:
Coach and conduct regular education seminars and training for marketers within my company, leveraging skills developed in Toastmasters every day.

What experience do you have in strategic planning?
Within my professional job role, I regularly program manage marketing projects and am involved in helping teams across the Americas and around the whole bring their marketing ideas and concepts to life in the most meaningful ways, aligned to our company's brand strategy and core tenants of marketing program governance.

What experience do you have in the area of finance?
Not much, if I'm honest, outside of taking a few accounting classes in college. :)

What experience do you have in developing procedures?

In my professional job role, we are creating many programs for the first time, which requires development of new standards and governance, which I am having direct influence on - both in creating and enforcing.

What lessons did you learn from previous leadership positions?

You can't do anything well alone. Strength in anything comes from strength in the team, leaning on others to help get the job done better than you could by yourself. Also that with the right attitude, you can almost always find a path to success.

Why do you want to serve as a District leader?

I joined a Toastmasters club almost 6 years ago and am still very actively involved because of how much personal and professional growth I get out of the experience. And the inspiration that I get from seeing others achieve their goals is something so special - I want to leverage my knowledge and experience to help even more people get the same.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

I see a big opportunity within the district to work on individual club member growth. It seems many clubs are struggling with attracting and gaining members. I'd like to work with my area directors to dig into the why around that happening and form a comprehensive plan to tackle that based on what we are seeing -- that would be my biggest focus or focus 1.

Additional information about yourself:

Former fall conference co-chair (2017), Area Director, club president (x2), club VP of education, club VP of PR (x2).