



# RACHELLE CASHATO

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## PROFESSIONAL SUMMARY

Experienced professional dedicated to community building, growth, and strategy. Specializing in community outreach and engagement, I foster lasting relationships based on integrity, respect, and trust. My commitment and diligence drive the creation of strong, supportive communities.

## SKILLS

- Community Relations
- Startegic Partnerships
- Stewardship
- Building Trust
- Event planning
- Communications

## EXPERIENCE

Executive Director

May 2020 - December 2023

Eric Woodward Foundation | Langley, British Columbia

- Directed all operational areas, including fiscal planning, compliance monitoring, and personnel management, while increasing community engagement and support
- Spearheaded large scale community events including the Fort Langley Night Market and Fort Langley Cranberry Festival growing these events by over 50%
- Facilitated charitable contributions and relationships
- Championed support from the community and local elected officials on development applications resulting in 100% approval rate

Principal

January 2015 - Current

Beautiful Wild Living | Langley, British Columbia

- Secure sponsorships and grants. Relationship management, marketing and social media strategy, oversee operational and experiential factors of events, identifying and establishing partnerships with influencers and community stakeholders, community organizing, and business development
- Consult with proponents and bureaucrats to navigate the municipal permitting process and community bylaws
- Advocate for community initiatives, infrastructure, and funding
- Organize campaign communications and branding at the municipal, provincial, and federal level with a 75% candidate success rate
- Knowledgeable in the Local Government Act and the Community Charter, aiding in navigation of municipal application filings from concept to completion

Owner

January 2009 - January 2016

Granville Island Hat Shop | Vancouver, BC

- Facilitating wholesale purchasing, marketing, merchandising, customer service, direct sales, staff management, daily operations, office management, budgeting, payroll, training and development
- Creating a new branding package and establishing social media

## EDUCATION

Bachelor of Arts (B.A.) - English

University of Wisconsin

## AFFILIATIONS

Langley United Soccer, Acting Director of Communications

TLFCS Spark of Hope Gala, Event Manager

Township of Langley Parks and Recreation Committee, Member

Fort Langley Business Improvement Society, Director

Fort Langley Community Improvement Society, Member

Granville Island Business Community Association, Director

Fort Langley Cranberry Festival Long Table Dinner, Organizer

Christmas at the Farm Market, Organizer

Full Circle Fashion Event, Organizer

Miracle on Church Street, Organizer