MAC HIGHTOWER

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WORK EXPERIENCE

Communications Specialist | Creative content & digital communications **Apr. 2024 - June 2026**
American Red Cross - National Headquarters

- Rewrote and optimized webpages for Service to the Armed Forces and International Services portfolios, combining copywriting, UX principles and SEO/AEO to drive more than 10% YoY growth in organic traffic.
- Conceptualized, planned and led cross-functional holiday campaigns and program launches, developing messaging frameworks and scalable multimedia communications tools used for social, traditional media and fundraising nationally.
- Ideated and produced short-form video content for national socials channels.
- Produced monthly engagement and content reports for business leaders.

Grant Proposals Coordinator | Fundraising copywriting **Mar. 2023 - Apr. 2024**
American Red Cross - Los Angeles Region

- Researched and wrote donor communications that generated more than $600,000 in support from individuals, corporations and foundation donors.
- Translated complex program, organizational and humanitarian information into clear, persuasive communications for external audiences.
- Developed and designed custom donor proposals, regional annual reports, executive presentations, donor bulletins/newsletters, according to brand style guides.

Journalist | Editorial storytelling & multimedia production **Mar. 2020 - Feb. 2022**
U.S. Army - Stuttgart, Germany

- Pitched, researched and wrote news and feature stories for print and digital audiences; transforming complex military and community information into engaging narratives; select work was featured on the U.S. Army Europe homepage.
- Created and managed a human-interest series spotlighted local volunteers to support garrison efforts addressing reported social isolation and loneliness.
- Led stories from pitch through publication, coordinating interviews, fact-checking, photography/video editing, approvals and digital distribution.

ADDITIONAL WRITING EXPERIENCE

Copywriter **2018- 2019**
Simpletense Eduction

- Edited and provided developmental feedback on Chinese university students' academic and personal essays.

Content Writer **2017- 2018**
Far International - Medellin, Colombia

- Created and designed real estate listings using Wordpress and produced original photography.

Grant Writer **2015- 2018**
Capital Advocacy Partners - Washington, D.C.

- Researched and wrote federal grant applications that won more than $2.6 million in federal funding.

EDUCATION

B.A. Literature, Dual Major in Spanish **2016**

- Claremont McKenna College, Claremont, CA

ADDITIONAL INFORMATION

- **Technical Skills:** Adobe, Airtable, Asana, Canva, CapCut, Figma, Microsoft, Salesforce, Sprout Social, Wix
- **Languages:** English (native), German (B2), Spanish (B2)
- **Achievements:** Sold a screenplay that was produced as a short film and subsequently received awards at 15+ international film festivals (2025).