

Mac Hightower

imachightower@gmail.com | +49.1523.8552180 | Heilbronn, BW

EXPERIENCE

Communications Specialist

American Red Cross National Headquarters | April 2024 - June 2026

Created multimedia communications including social media assets, web content and video scripts for [Service to Armed Forces](#) and [International Services](#) programs (👉 I authored these pages).

Created communications toolkits and multimedia assets used nationally to support the rebrand of *Service to the Armed Forces* and led awareness campaigns around key holidays.

Developed messaging and trained regional communication teams to support national communication strategies and improve content creation capabilities across the organization.

Produced and edited short-form vertical video content; contributed to Airtable content calendar planning and supported content scheduling and posting across national channels.

Analyzed social media performance using Sprout Social and presented monthly audience engagement and content performance reports to business leaders.

Supported national public relations strategies by drafting media pitches, press releases and statements, monitoring media coverage through Cision and responding to media inquiries.

Grant Proposals Coordinator

American Red Cross Los Angeles Region | March 2023 - April 2024

Wrote donor communications which told stories of the Red Cross mission and inspired individuals, corporations and foundations to donate over \$600,000.

Created and designed donor-facing materials using Canva, Adobe and Microsoft tools including proposals, annual reports, holiday mailings and powerpoint presentations.

Journalist

U.S. Army | Stuttgart, Germany | March 2020 - February 2022

Pitched, researched and wrote news articles for the U.S. Army Garrison-Stuttgart's print and online publications (one story was featured on U.S. Army Europe's [home page](#)).

Shot and edited audiovisual material using a variety of equipment; transmitted high-definition assets electronically without losing quality.



EDUCATION

Bachelor of the Arts in Literature with Dual Major in Spanish

Claremont McKenna College
Claremont, CA | 2016

LANGUAGES

English | Native

German | B1*

Spanish | B1*

**good faith estimate*

AWARDS

"Finding Hero" (2025) Sold a screenplay that was produced into a short film and won awards at over 15 international film festivals.

Emerging Leaders Graduate (2024) Selected for a competitive professional development program in leadership with the Red Cross Los Angeles Region.

Greenheart Global Leaders Conference Panelist (2018) Spoke on a leadership panel before the U.S. State Department about my volunteer work in Colombia. Check out [our video](#).

Early Educator/Teacher

U.S. Army | Stuttgart, Germany | November 2018 - March 2023

Pre-school teacher; Served as the interim cook, safely preparing and serving two daily meals for 80+ children.

Writing Tutor

Simpletense Education | Freelance | November 2017 - November 2018

Wrote sample academic essays and tutored Chinese undergraduate and graduate students in academic writing, structure and argumentation.

Grant Writer

Capitol Advocacy Partners | Washington, DC | Summers 2015, 2016, 2017, 2018

Researched and wrote grant solicitations, securing over \$2,600,000 in federal funding.

Content Writer

Far International | Medellin, Colombia | June 2017- June 2018

Wrote and designed real estate listings using Wordpress; captured photos on-site.

Baseball Coach

Limonar Youth Baseball | Medellin, Colombia | July 2017 - February 2018

Was an English-speaking volunteer baseball coach in an underserved neighborhood of Medellin, Colombia (See "AWARDS").

Server

Ted's Bulletin | Washington, D.C. | August 2016- January 2017

Teaching Assistant

Truckee Elementary School | Truckee, California | June 2016 - August 2016

Librarian

Honnold-Mudd Library | Claremont, California | September 2014 - May 2016

WORK SAMPLES

Social Post: "[Military Spouse Finds Work as Dental Assistant](#)"

Social Reel: "[U.S. Soldier Surprises Family just in Time for the Holidays](#)"

News: [Soldier Finds Quiet in Red Cross Center](#)

Video: [Red Cross launches new wellness workshop](#)

Video: [Raising awareness of the Red Cross mission overseas](#)