

Get to Know Our Team



Rachel Mawhirter

Rachel Mawhirter is an energetic and creative brand management and communications professional from Great Bend, Kansas who owns and operates a design and brand management firm known as Marketing Maven Consulting. In addition to serving as an outsourced marketing department for growing companies that need their expertise and talents, the Marketing Maven team also offers websites, video production, photography, and graphic design for clients all over the Midwest.

Rachel and her husband, Justin, also own a growing construction company. Outside of work, the couple have three boys in preschool and elementary school and are active at church and in their community. Rachel has been involved with numerous organizations, including the Barton Arts Movement, Barton County Young Professionals, 100 People Who Care, Prairie Godmothers, MOPS, and others. In 2019, Rachel received the NextGen Leader of the Year award from the Great Bend Chamber of Commerce.



What We Do

Marketing Strategy & Consulting

Rachel and her team can provide consulting for companies contemplating how to modernize and streamline their marketing initiatives and their budgets. Identifying the best ways to reach your target audience, how much to spend, and incorporating a well-rounded approach to external and internal communications are all part of the process. The first 1-hour consultation is free of charge.

Brand Management

For companies needing to beef up their marketing department or outsource altogether, Marketing Maven provides Brand Management services on retainer for medium to large companies with a growth trajectory. We want to help propel your organization forward with stellar communications and marketing, and by serving as an integral part of your leadership team.

Website Design

Having an eye-catching and mobile-friendly website is no longer optional in today's world. Marketing Maven specializes in providing small to medium businesses, nonprofit organizations, and growing companies with impressive and functional websites that clearly communicate to your customers why they should do business with you.

Photography & Video Production

When you need to step up the way you show off your facilities, your team, your products, or your services, professional photography and videography is the best way to do that. Marketing Maven can provide commercial photography at affordable rates with quick turnaround times.

Public Speaking

Whether you need an internal training facilitated or a keynote address for a conference, Rachel can cater an engaging presentation to your event and your audience. Rachel has spoken to groups ranging from 30 people up to 300 people over the last decade, and has references available upon request.