



RAECHEL BRAND

GRAPHIC DESIGN AND MARKETING PROFESSIONAL

raebrand.com | contact@raebrand.com | 603.233.7865

SKILL SUMMARY

- » Talented, creative, self-starter able to perform effectively within deadline and budget constraints
- » Ability to adapt and quickly learn new concepts and programs
- » Self-directed problem solver with a strong work ethic
- » Ability to work collaboratively and take criticism
- » Understanding of the important role creative content plays in marketing and sales success
- » High level of organization, accuracy, attention to detail
- » Deadline conscious work ethic, able to manage time, meet deadlines and maximize output.

RELATED EXPERIENCE

Graphic Design

- » Created visually interesting marketing collateral, working from idea conception to execution and preparation for print while working within the time and budget constraints
- » Created digital assets to be used on website, email, and social media pages
- » Created and updated product packaging, literature, and labels, while maintaining branding standards
- » Updated EPA regulation on packaging and marketing materials, using exceptional attention to detail to ensure accuracy
- » Collaborated with marketing team to ensure consistent image and message for all related event materials
- » Managed printer and advertiser relationships, getting quotes, placing orders, and approving proofs while ensuring adherence to deadlines and budget

Technology

- » Created marketing materials using Adobe Photoshop, Illustrator, InDesign and Microsoft Publisher and packaged for output
- » Maintained, updated, and organized company image bank
- » Maintained, updated, and created pages for company website using Word Press
- » Created presentation templates with Microsoft Power Point and presented to groups with presentation software

WORK HISTORY

- » Alorica | Jacksonville, NC | Customer Care Representative | May 2018—Current
- » Convergys | Jacksonville, NC | Customer Service Representative | January—March 2018
- » Thermacell Repellents, Inc. | Bedford, MA | Graphic Designer | February 2016—December 2017
- » Families in Transition | Manchester, NH | Graphic Designer/Marketing Assistant | September—November 2017
- » JCPenney | Nashua, NH | Cashier/Customer Assistance | June—August 2017
- » The Front Door Agency | Nashua, NH | Graphic Designer/Marketing Assistant | September 2014—June 2017
- » The CCS Companies | Salem, NH | Collections and Customer Service Representative | April—November 2012
- » Sears | Sierra Vista, AZ | Merchandising and Customer Assistance/Sales | September—November 2011

EDUCATION

Nashua Community College | Nashua, NH | 2013—2015

- » Associates Degree in Business Administration with a Marketing Concentration
- » Certificate in Spreadsheets