RACHEL BOOTH

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RachelBoothArt.com
@r.artbooth

Graphic designer and brand strategist with 11 years of professional design experience. Passionate about strengthening brands by creating sustainable visual strategies.

RELEVANT PROFESSIONAL EXPERIENCE

City of Fort Collins • 2022 - present

Senior Lead Specialist, Graphic Design

- Lead in the development of creative concepts and provide graphic design of print and digital deliverables
- Oversee, influence, guide, and educate staff on the visual implementation of the City of Fort Collins brand
- Participate in the development of policies and procedures
- Assist in the implementation of Creative Services' goals and objectives
- Design digitally accessible deliverables; PDFs, PowerPoints, Word Docs
- Created template library for City staff to leverage day to day
- Created Canva strategy and structure for Communications staff
- Maintain and build out internal SharePoint pages
- Project Management of short and long-term projects
- Photography

MIT Recreation • 2021 - 2022

Director of Marketing, Graphic Design & Communications

- Oversee the Marketing Department
- Manage brand & brand standards
- Manage the Marketing & print budgets
- Develop & implement annual marketing strategy
- Design & facilitate email marketing, MIT Rec website, and social media
- Design Marketing Materials: Print and Digital
- Design and manage facility signage throughout 9 buildings
- Design PowerPoint presentations, internal and external
- Manage photography library
- Oversee Annual Patron Survey

Axis Communications • 2020 - 2021

Graphic Designer

- Project Management, Design Thinking, creative collaboration
- Publications & multi-page documents
- Digital design
- PowerPoint design
- Marketing campaign support
- Event & tradeshow materials
- Process documentation & training materials

TDIndustries • 2018 - 2020

Graphic Designer, Brand Manager

- Assist in the development & implementation of Creative Services Department.
- Project Management and process documentation
- Wrote & published TD's brand guidelines.
- Digital & Print design
- Photography

REFERENCES

Please contact me for references.

EDUCATION & CERTIFICATIONS

Bachelor of Fine Arts; Graphic Design
Midwestern State University

Project Management Cert
NASBA, Registry ID: #140940

Digital Marketing Certs; Social Media, Email, SEO and PPC Marketing
JobPrepped

High School Diploma; Visual Arts Magnet Program
Richardson High School

PROGRAMS

Adobe Creative Suite

- InDesign
- Illustrator
- Photoshop
- Lightroom
- Bridge
- Acrobat

Microsoft Office Suite

- Power Point
- Excel
- Word

Canva

Camtasia

Google Suite

Wix Website Editor

Actively Learning: Figma

Marketing Softwares

- Meta: Ad Manager & Analytics
- Google Analytics
- Instagram Insights
- MailChimp

SKILLS

- Project Management
- Accessibility in design
- Customer Service
- Public Speaking
- Leadership
- Googling