

RACHEL WILSON

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Graphic designer and brand strategist with 8+ years of professional design experience. Passionate about helping strengthen brands, increasing engagement, and creating sustainable marketing strategies.

CURRICULUM VITAE

PROFESSIONAL EXPERIENCE

MIT Recreation, Health Fitness Contract | August 2021 - Present

Director of Marketing, Graphic Design & Communications

Responsibilities & projects include:

- Oversee the Marketing Department
- Manage brand & brand standards
- Manage the Marketing & print budgets
- Develop & implement annual marketing strategy
- Design & facilitate email marketing
- Manage & design for the MIT Recreation website
- Project management
- Design Marketing Materials: Collateral, signage, digital
- Design and manage consistent facility signage throughout 9 buildings
- Manage and design PowerPoint presentations for internal and external communication
- Regularly attend campus communications group meetings & social media strategy
- Manage photography library
- Oversee Program and Event marketing
- Oversee Annual Patron Survey. Present results and incorporate into marketing strategies
- Oversee sponsorships and corporate marketing, as needed

Axis Communications | Jul 2020 - August 2021

Graphic Designer

Responsibilities & projects include:

- Project Management
- Design Thinking, creative collaboration
- Develop innovative design solutions based on client needs including the following:
- Publications & multi-page documents
- Digital design
- PowerPoint design
- Marketing campaign support
- Event & tradeshow materials
- Process documentation & training materials

TDIndustries | Jan 2019 - Jun 2020

Graphic Designer, Brand Manager

Responsibilities & projects included:

- Assist in the development & implementation of a Creative and Production Department.
- Process documentation
- Project Management
- Wrote & published TD's brand guidelines.
- Photography
- Develop innovative design solutions based on client needs including the following:
- Digital & Print design
- Wayfinding & building signage
- Publications & multi-page documents
- Packaging design

NTT DATA Services | May 2017 - September 2017

Graphic Design Internship

Projects included:

- Print design- posters, pull-up banners, brochures, mailers
- Digital design- social media posts, web banners, email teasers

Rachel Wilson Art & Design | Jun 2014 - Present

Graphic Designer & Strategist

Projects include:

- Branding & brand strategy
- Print & Digital design
- ROI evaluation, ad analytics
- PowerPoint design
- Photography/Photo editing
- Website design via Wix

EDUCATION

BACHELOR'S OF FINE ARTS

Graphic Design | Metalworks

Midwestern State University | 2018

HIGH SCHOOL DIPLOMA

Visual Arts Magnet Program

Richardson High School | 2014

PROJECT MANAGEMENT CERTIFICATION

Registry ID: #140940

NASBA | 2021

PROGRAM SKILLS

ADOBE CREATIVE SUITE

InDesign | InCopy | Illustrator | Photoshop
Lightroom | Bridge | Acrobat Writer

MICROSOFT OFFICE SUITE

Power Point | Word | Excel

GOOGLE SUITE

WIX WEBSITE EDITOR

MARKETING SOFTWARES

Ahrefs | Facebook: Ad Manager & Analytics
Google Analytics | Quuu | Instagram Insights
MailChimp: automation & landing page

REFERENCES

PLEASE CONTACT ME
FOR REFERENCES,

**THANK
YOU!**