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RACHEL ALLISON

creative
SERVICES

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I am a top performing creative with a bachelor's degree in Graphic Design with 6+ years of solid experience in design, advertising, and marketing. My wide range of job experience makes me the ideal, well-rounded candidate. I have spearheaded brand campaigns, directed photo shoots and video shoots, managed top retailer relationships, and singlehandedly upheld the digital and eCommerce initiatives of a D2C brand, and this is just the beginning.

EXPERIENCE

RMS Beauty - *Digital & eCommerce Designer*

April 2022- Present

I am singlehandedly responsible for ideation and execution of all digital and eCommerce initiatives. My daily tasks include, but are not limited to, email newsletters, homepage banners, digital paid media ads, product page build outs, and landing page build outs. I have also been the creative lead behind several brand campaigns as well as directed on-site photo shoots and video shoots. I work seamlessly with the company's Director of Digital Marketing, VP of Marketing + eCommerce, and web developer.

House of Velas - *Lead Designer*

October 2019- April 2022

I was the lead creative for House of Velas, a candle manufacturer, and managed a team of three. My daily responsibilities were centered around maintaining positive relationships with over 10 retail partners and presenting new and trending designs per season or request. The designing responsibilities ranged from vessel design and fragrance selection to packaging design and legal regulations. This role required I stay up-to-date with trend forecasting, traveling for competitive shopping, and a frequent amount of travel for in-person presentations of our new collections.

MVP Group International - *Graphics & Packaging Designer*

May 2018- November 2019

At MVP Group, also a candle manufacturer, I was a Graphics & Packaging Designer for several off-price retailers such as TJ Maxx, Home Goods, and Ross. I was responsible for trend forecasting and designing quarterly presentations of packaging designs that would target their specific consumers. This opportunity allowed me to flex and grow my skills in illustration, typography, layout, and trend forecasting.

EDUCATION & REFERENCES

University of South Carolina

BFA Studio Arts w/ concentration in Graphic Design

Graduated December 2017

3.5 GPA & Graduated w/ Honors

Professional references available upon request.

SKILLS

Design Programs:

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe Premier Pro, Canva, WordPress, Shopify, Klaviyo, and Figma

Project Management Programs:

Office 365 Programs (PowerPoint, Word, Excel, Teams), Google Programs (Slides, Docs, Sheets), Asana

Exceptional Skills:

Social Media, Photography, Photo Styling, Ideation/Creative Thinking, Trend Forecasting, Illustration, Typography, Layout, Creative Copy

THANK YOU FOR YOUR CONSIDERATION.

I hope to be working together soon!