

# RACHEL TAYLOR

GRAPHIC DESIGNER | ART DIRECTOR | PHOTOGRAPHER

## Profile:

Designer & art director with 5 years of experience in retail, non-profit & hospitality brands. Led email design at Thistle Farms, increasing email revenue by over 15%, and was promoted to management within 16 months. Experienced in digital & print collateral in in-house & agency settings, directing cross-campaign branding, and art directing photography & design for maximum brand recognition and presence.

## Objective

To obtain a position where I can combine my design and strategy expertise to connect with & convert the target audience by identifying aesthetic and social values as well as harnessing data to improve brand aesthetic, presence, and revenue.

## Contact

865.548.8771

KNOXVILLE, TN

RACHELTAYLORCREATIVE.COM

RACHELTAYLORCREATIVE@GMAIL.COM

## Education

DESIGN COMMUNICATIONS, BFA

Photography Minor

Belmont University

Nashville, TN

2016 - 2020

## Key Skills

ADOBE CREATIVE SUITE

KLAVIYO & SALESFORCE

PRINT & PACKAGING DESIGN

TYPOGRAPHY / LAYOUT DESIGN

ART DIRECTION & STYLING

PHOTOSHOOT PLANNING

DIGITAL & FILM PHOTOGRAPHY

BUDGET MANAGEMENT

TEAM LEADERSHIP

References Available Upon Request

## Senior Graphic Designer

HEYFRANKIE | REMOTE | AUGUST 2023 - PRESENT

- + Leads digital creative across multiple brand accounts and channels, including email, paid social, and web, to speak to and convert a variety of customer demographics.
- + Works strategically with key analytics and data to produce proven, revenue-driving materials.
- + Collaborates with team members for brand strategy and large-scale campaign ideation.

## Digital Design Specialist

JOURNEYS | NASHVILLE, TN | JUNE 2022 - AUGUST 2023

- + Designed emails, web graphics & banners, social, and other digital marketing assets for seasonal & year-round campaigns for the Journeys, Journeys Kidz, and Journeys Canada brands.
- + Collaborated with the marketing, e-comm & greater creative team on all launches and roll-outs.
- + Assisted in photoshoots for all Journeys brands.

## Creative Services Manager

THISTLE FARMS | NASHVILLE, TN | JULY 2020 - MAY 2022

- + Designed packaging, print collateral, emails, social media graphics, web graphics, digital advertisements, and more.
- + Oversaw junior designers and provided creative direction for visual consistency & quality.
- + Conceptualized branding for all company campaigns and events.
- + Art directed, styled, and planned every photoshoot.

## Graphic Designer

RED PEBBLES HOSPITALITY | NASHVILLE, TN | OCTOBER 2019 - APRIL 2020

- + Designed menus, social graphics, and email marketing materials for Emmy Squared, Adele's, 404 Kitchen, and Pemrose restaurants.
- + Assisted in the Emmy Squared company re-brand across print and digital media.

## Photography Associate

TOLMAN MEDIA | NASHVILLE, TN | MARCH 2020 - MAY 2021

- + Photographed weddings & engagement sessions and edited & retouched photo galleries.
- + Assisted couples in wedding planning and day-of coordination.

## Design & Photography Intern

POVERTY & THE ARTS | NASHVILLE, TN | JANUARY - DECEMBER, 2019

- + Designed donor information materials, emails, social graphics, flyers, brochures, and other promotional materials.
- + Taught and led photography workshops for POVA artists.

## Education Design Intern

FRIST ART MUSEUM | NASHVILLE, TN | JANUARY - AUGUST, 2019

- + Designed promotional and educational materials specifically for use in the Education & Outreach Department.
- + Communicated with and organized events with various community partners.

## Design & Photography Intern

EVEREST & CO. BOUTIQUE | NASHVILLE, TN | AUGUST - DECEMBER, 2017

- + Oversaw the College Rep social media program.
- + Designed social & web graphics and assisted in product photography.