

RACHEL TAYLOR

GRAPHIC DESIGNER | ART DIRECTOR | PHOTOGRAPHER

Profile:

Designer & art director with 4 years of experience working with retail, hospitality & non-profit brands. Spearheaded email design at Thistle Farms, increasing email revenue by over 15%, and was promoted to Creative Services Manager within 16 months of hiring. Skilled at creating & implementing design techniques for strong brand recognition and consistency, combining design and photography to create a seamless, identifiable brand presence.

Objective

To serve clients through my design and photography skills by appealing to aesthetic values of their specific audience's demographics and in turn increasing brand awareness & profitability.

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

PRINT DESIGN & PACKAGING DESIGN

TYPOGRAPHY / LAYOUT DESIGN

ART DIRECTION & STYLING

PHOTOSHOOT PLANNING

DITITAL & FILM PHOTOGRAPHY

BUDGET MANAGEMENT

TEAM LEADERSHIP

References Available Upon Request

WORK EXPERIENCE

Digital Design Specialist

JOURNEYS | NASHVILLE, TN | JUNE 2022 - PRESENT

- + Designs emails, web graphics & banners, social, and other digital marketing assets for seasonal & year-round campaigns for the Journeys, Journeys Kidz, and Journeys Canada brands.
- + Collaborates with the marketing, e-comm & greater creative team on all launches and roll-outs.
- + Assists in product 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 digital designers and provide creative direction for visual consistency & quality.
- + Conceptualize branding for all company campaigns and events.
- + Art directed, styled, and planned every photoshoot ranging from home decor, to jewelry, to bath and body products - often stepping in as lead photographer.

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.
- + Re-designed Emmy Squared lunch and dinner menus for all locations.
- + Assisted in company re-brand and established Brand Guide for the Emmy Squared chain.

Photography Associate

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

- + Photographed weddings & engagement sessions as an extension of the Tolman Media brand & direction.
- + Assisted couples in wedding planning and day-of coordination.
- + Photo culling, editing, and retouching.

Design & Photography Intern

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

- + Designed donor information materials, email welcome flows, social graphics, 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 graphics, web banners, and pop-ups
- + Assisted in lifestyle product photography