






RACHEL PIGOTT

DESIGN / MARKETING / VIDEO

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04. 2014 **Observer Media** *New York, NY*
present **Creative Director, Marketing**
Marketing strategy, design and digital media for Observer Media (notable properties include: New York Observer, Observer.com, and Commercial Observer)
04. 2014 **Campari America** *San Francisco, CA*
Video Editor
Freelance video editor: promotional sizzle reel (promoting Campari's major brands: SKYY Vodka, Wild Turkey Bourbon, etc.) for Campari America's corporate offices in San Francisco, CA.
03. 2013 **Pigott/Schaefer** *New York, NY / Salt Lake City, UT*
03. 2014 **Art Director**
Brand strategy and identity; presentation design; video production; managed freelance graphic designers; worked with clients such as: SKYY Vodka, Wild Turkey Bourbon, Russell's Reserve, etc.
01. 2013 **Rapaport Plastic Surgery** *New York, NY*
08. 2013 **Marketing & Design**
Marketing & design for Plastic Surgeon, David Rapaport M.D.: website design; identity package (logo, business cards, letterhead); spearheaded CoolSculpting/CoolSpa campaign; designed promotional brochures; phone kiosk ad design; print ad design (ads premiered in *New York Magazine*); social media marketing; video production: surgical videography and video editing
09. 2011 **Columbia University College of Physicians and Surgeons** *New York, NY*
12. 2012 **Surgical Videographer**
Videotaped surgeries at Columbia Presbyterian Medical Center; edited surgical videos; created anatomical illustrations, diagrams, and animations; managed education website (coachsurgery.com)
08. 2010 **Deluxe Entertainment Services Group** *New York, NY*
08. 2011 **Video Data Center Technician & Coordinator**
Managed machine room; assisted DI colorists; assisted online editors: ingesting tapes, relinking media, DX/conform, titles and VFX/digital opticals; editing, digitization, encoding/transcoding, and duplication of video and audio materials

Syracuse University*May 2010, Magna Cum Laude; GPA: 3.8***Majors:** Film & Design in Transmedia**Degree:** Bachelor of Fine Arts**Minor:** Biology**Columbia University***May 2013; GPA: 3.87***Certificate:** Postbaccalaureate

Premedical Sciences

Adobe Illustrator



Adobe Photoshop



Final Cut Pro



Adobe InDesign



Flash / After Effects



HTML5 / CSS3

