

# Rachel Aronson

## Graphic Designer

Elmer, NJ - Email me on Indeed: [indeed.com/r/Rachel-Aronson/3e030110c0ae4cff](https://www.indeed.com/r/Rachel-Aronson/3e030110c0ae4cff)

Authorized to work in the US for any employer

### WORK EXPERIENCE

#### Photographer & Sales Associate

JC Penney Portraits - Township of Deptford, NJ - September 2014 to Present

Scheduled photo sessions. Used expertise in photo selection process to create and format single and multi-image collages for the customer's online database. Utilized photo manipulation skills to retouch photos. Catalogued and organized photo prints for customer pick-up.

#### Graphic Designer/Video Editor

National American Miss - Elmer, NJ - December 2010 to Present

Designed large format banners for the largest pageant system in the country (over 125,000 contestants since 2004). Created advertisements for each state pageant magazine.

Conceptualized and constructed solicitations to pageant contestants Traveled to Columbus, Ohio and Anaheim, California to assist in sales and promotions for company. Designed National American Miss DVD covers. Edited and formatted raw footage from each pageant for DVD usage. Produced DVD/CDs and prioritized shipping deadlines. Provided new employee training, supervision and assigned duties with deadlines. Oversaw employee's work ethic to be sure tasks were completed in a timely fashion. December 2010-Present

#### Graphic Design Intern

20/10 Solutions - West Chester, PA - May 2015 to August 2015

##### Responsibilities

Designed engaging graphic communications for print and web. This includes logos, direct mail pieces and email blasts, branded promotional items, web site and social media graphics, flyers, and other marketing materials as needed. Worked closely with the creative director to translate the client's messaging concepts into marketing materials.

### EDUCATION

#### Bachelor of Arts in Advertising and Graphic Design

Rowan University - Glassboro, NJ

2014 to 2016

### SKILLS

Course work in typography, logo and image creation, photo manipulation and digital image processing. Experience with publication design and grids. Proficient in using design process for conceptual and visual development. DSLR camera proficiency. Background in media/account planning, integrated marketing, advertising strategies/tactics, brand identity and research.

## LINKS

<http://aronsondesigns.wix.com/portfolio>

## ADDITIONAL INFORMATION

Software Knowledge:

Adobe CS6 (Photoshop, Illustrator, InDesign, Encore, and After Effects),

Microsoft Windows/Mac OS X, Microsoft Office Suite (Word, PowerPoint, Excel), QuarkXPres