



RACHAEL BERRY

DIGITAL MEDIA & DESIGN

Motivated and curious student seeking an internship to apply creative problem solving and management skills to a company on the forefront of technology, marketing and innovation.



CONTACT

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EDUCATION

DIGITAL MEDIA AND DESIGN

Bachelor of Art:

Digital Media Strategies for Business

University of Connecticut | May 2018

GPA: 3.5/4.0

SEMESTER ABROAD

University College Utrecht, Netherlands |
Spring 2016



RELEVANT INTERN EXPERIENCE

GRAPHIC COMMUNICATION ASSOCIATE

US Green Building Council- MA Chapter | Jun-Aug 2016

- Lead in design, development and implementation of a more engaging and visual digital strategy to increase conversion rates across Facebook and Twitter
- Managed outreach marketing through email, social media and Vimeo to promote registration and sponsorship for the fall "Green Building Showcase" which hosted over 400 guests, and 16 sponsors
- Audited CMS website to simplify content, navigation, and therefore increase member registration by 7%. Fixed bugs to improve user experience, web functionality and speed

PRE-VISUALIZATION FOR A BROADWAY PRODUCTION

Love Megabytes. LLC | Jan-May 2015

- Collaborated with Broadway director, writer and composers to envision scenic design, character design and projection concepts
- Responsibilities included creative ideation, storyboarding, development of concept art, and the creation of 2D animated and 3D modeled works to aid in show visualization



WORK EXPERIENCE

DESIGNER

Nutmeg Publishing- UConn | Sept 2016-Present

- Create page layouts for UConn's official Magazine and Yearbook that reflect own personal style and correlate to design specifications of Creative Director
- Communicate with the Copy and Photo Editors for respective materials and manage time to adhere to tight deadlines

STUDENT ADMINISTRATOR

One Card Office- UConn | Dec 2014-Present

- Interact with customers to provide exceptional customer service to solve complaints, print IDs and deposit money into accounts
- Create weekly vendor advertisements for social media and additional promotional material required for events
- Develop internal visual material for office, vendors and regional campuses to assist with technical difficulties, especially for student workers

REAL ESTATE ADMINISTRATOR

Benoit Real Estate LLC | (Seasonal) 2015-2016

- Expedited deals by working as the liaison between clients and agents to mediate information about properties
- Balanced general office duties with maintenance and promotion of website and marketing platforms
- Contributed documents, spreadsheets, and presentations for agents during the sale process



SKILLS

- Microsoft: Word, Powerpoint, Excel, Outlook
- Adobe: Illustrator, Photoshop, InDesign, AfterEffects, Premier, Dreamweaver
- Coding: CSS/HTML, GitHub, SublimeText
- Social Media: HootSuite, Constant Contact