

# RACHEL GORDON

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## EDUCATION

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### James Madison University (JMU)

Bachelor of Arts in Media Arts and Design, Interactive Design Concentration  
& Creative Writing Minor

Cumulative GPA: 3.88 | President's List: Spring 2021, Fall 2021 | Dean's List: Spring 2023, Fall 2023

JMU Semester Abroad in Florence, Italy

Harrisonburg, VA

Sept 2020 – Present

Jan 2022 – April 2022

## WORK EXPERIENCE

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### Graphic Design Intern

Aramark

Harrisonburg, VA

Aug 2023 – Present

- Develop and design compelling print and digital materials to promote JMU's dining services
- Think creatively to produce new ideas and concepts that align with JMU's image

### Student Ambassador

CommonWealth One Federal Credit Union

Harrisonburg, VA

Oct 2023 – Present

- Promote CommonWealth One on JMU's campus to increase engagement and marketing efforts within the Harrisonburg community

### Banquet Server

Hotel Madison & Shenandoah Valley Conference Center

Harrisonburg, VA

Sept 2022 – Present

- Prepare event spaces and serve food and beverages to ensure customer satisfaction

### Magazine Intern

Alexandria Living Magazine

Alexandria, VA

June 2022 – Aug 2022

- Researched, wrote and edited 4 articles highlighting events and residents in Alexandria
- Created content for printed editions, the website, and social media to promote the magazine
- Discovered and secured advertisers to support the magazine

### Lead Camp Counselor

Burgundy Farm Summer Day Camp

Alexandria, VA

June 2018 – Aug 2021

- Developed lesson plans and taught photography to two classes of children ages 6-11

## ACTIVITIES

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### Alpha Phi Omega

Service Fraternity

JMU

Sept 2021 – Present

- Serve the Harrisonburg community by volunteering in various areas such as food pantries, farming, elderly care, disability services & support, animal shelters, and trash pick-up

### Op Ed Writer

The Breeze

JMU

Sept 2020 – May 2021

- Wrote and edited 9 articles for the opinion section of JMU's newspaper
- Pitched ideas during weekly meetings, researched, conducted interviews, and gathered data for stories

### Student Speaker

General Education Conference

JMU

April 2021

- Nominated to present my American History paper on American Imperialism in the Philippines at JMU's 17th annual Gen Ed Student Conference

## SKILLS

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**Hard Skills** Adobe InDesign, Illustrator, & Photoshop, Figma, WordPress, GitHub, HTML, CSS, User Research, Copywriting

**Soft Skills** Creative Problem Solving, Organization, Collaboration, Communication, Willingness to Learn