



RACHEL HOLLISTER

VISUAL DESIGNER

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SKILLS

Marketing Strategy
Corporate Brand Identity
Presentation Design
Product Design
Cinematography
Web Design
Animation
Illustration
Logo Design
Collaborative
Detail Oriented
Client Engaged

EDUCATION

California State University East Bay
Hayward, CA
B.A. Degree Graphic Design
December 2015

UC Berkeley Extension
Berkeley, CA
Full Stack Development
Current

EXPERIENCE

Creative Blue: July 2018 - Present Visual Designer

- Conceptualize logo and brand identity
- Design in platforms for presentations including Powerpoint, Keynote, and Google Slides
- Produce high-level production quality with strong design aesthetic, illustrations, and brand emphasis
 - Prep final presentations for main-stage, high-stake speaking engagements
- Work in direct communication with clients

Triple Rock Brewery: July 2018 - Present Marketing Communications Lead

- Design marketing materials and merchandise such as flyers, email campaigns, can labels, and menu design
- Create and manage content for both traditional media and social media
- Moderate consumer feedback on all digital platforms, tracking themes, and responding directly, including Facebook, Instagram, Twitter, Untappd, Yelp, Foursquare, and Google My Business
- Lead and direct onsite events in coordination with the management team
- Work directly with PR team to coordinate media requests
- Represent the retail establishment at outside events, promotions, and festivals
- Create new promotional programs to support retail business, grow engagement, and drive sales traffic

The Companion Group: Sep 2016 - Aug 2018 Graphic Designer

- Oversaw packaging development and in store displays through creation of brand identity, typography, illustrations, color modes, packaging mock ups, and print specifications
- Liaison between creative operations manager and sales team to ensure graphics quality
- Shot in house photography of product and assisted in multiple marketing campaigns
- Approved all digital and print standards
- Designed trade show and marketing materials
- Presented UI and UX mobile design to clients
- Maintained company website

AVUE: December 2015 - Sep 2016 Graphic Designer & Marketing Manager

- Managed creative team to produce strong design solutions, while maintaining brand identity guidelines, and overall company direction
- Implemented effective marketing campaigns through sales programs, email blasts, direct mailing, team meetings, and client events
- Designed and produced quarterly marketing materials such as product catalogs, promotional flyers, product packaging, and electronic communications
- Attended national trade shows and designed exhibit displays
- Handled multiple projects with tight deadlines
- Updated and respond to clients on social media platforms including Facebook, Twitter, and LinkedIn