

# RACHEL KLINE

social media coordinator  
digital/graphic designer

## EDUCATION

SAINT JOSEPH'S UNIVERSITY: *Bachelor of Arts*, Major in Communication Studies with a concentration in Social Media Marketing; Dual Minors in Business & Marketing

## WORK EXPERIENCE

### FREELANCE ARTIST/WEBSITE DESIGNER

May 2017 - Present

Physical/Digital Art/Website Design

PHILADELPHIA, PA

Create digital art for commissions including logos, portraits, social media templates, and picture re-creations using Adobe Creative Suite. I have a growing commission base through various social media platforms like Instagram, Facebook, and TikTok. I use the various techniques I have learned through social media marketing to continue to grow these platforms. Most recently, I have worked with a company called Concept Communications where I designed websites for various businesses local to central Pennsylvania.

### PHILADELPHIA FUNK AUTHORITY

Dec 2018 - Present

Lead Vocalist

PHILADELPHIA, PA

I'm the lead singer of an award-winning local band. We perform at large venues including weddings, fairs, festivals, and private parties. Most notably, we play at Musikfest every year in front of thousands of people!

### IHEART MEDIA

Aug 2018 - March 2019

Promotions & Digital Content Assistant

PHILADELPHIA, PA

Worked backstage at concerts, events and promotions directly with the Digital and Social Media team to capture 'behind the scenes' footage and create visually appealing stories and posts for the social media pages of large radio brands including Q102, Power 99, Radio 104.5, WDAS Philly and 106.1 The Breeze. Worked with supervisors to create digital content (including logo graphic design, posts for social media and editing photos) that was used for the various brands' social media.

### PALETTE GRP

April 2016 - May 2017

Social Media Coordinator

PHILADELPHIA, PA

I interned with a social media marketing company based out of Northern Liberties in my Junior/Senior year of college. Here, I learned how to create campaigns, target and outsource social media influencers for partnerships, and create interesting and visually appealing posts that collectively make the entire feed more cohesive. I worked with brands such as Lee Uniforms, Endeavor Athletic, and Cora women.

## RELEVANT SKILLS

Interpersonal communication abilities, sales skills from working in restaurants and bars for over 5 years throughout college. Advanced skillset in WordPress website design. Skillset in animation design, used for various social media stories and posts. Strong teamwork abilities, a need for perfectionism and professionalism and an eye for design. Advanced skill set in Social Media Marketing.

Advanced skill set in Adobe Creative Suite, most notably Adobe Photoshop, Illustrator, InDesign, and Premiere Pro. Advanced skill set in Microsoft Office (Word, PPT, Excel.)

## REFERENCES

Stacey Thomas

iHeartRadio/Manager

[staceythomas@iheartmedia.com](mailto:staceythomas@iheartmedia.com)

(267) 255-9157

Laura McNiff

Concept Communications

[klinela@me.com](mailto:klinela@me.com)

(717) 813-2481

George Hrab

Philly Funk Authority/Band Leader

[george@georgehrab.com](mailto:george@georgehrab.com)

(484) 695-8114