

San Diego, CA

RACHEL MAXWELL

GRAPHIC DESIGNER



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🌐 MaxwellCreativeStudio.com

EDUCATION

MASTER OF BUSINESS,
MARKETING
GRAND CANYON UNIVERSITY
2016 - 2019

BACHELOR OF ARTS,
GRAPHIC DESIGN
CHICO STATE
2008 - 2013

SKILLS

- Branding
- Website Design
- Prototyping
- UI/UX
- Creative Director
- Social Media
- Email Marketing
- Print Design
- Creative Strategy

FUN FACTS

- Played Collegiate Softball
- Skydiving enthusiast
- Completed a full marathon

PROFILE

I am a motivated and detail-oriented person who loves a good challenge. Designing is my passion because it can be both powerful and beautiful.

EXPERIENCE

KRAMER DESIGN

GRAPHIC DESIGNER | 2013 TO PRESENT

Work with a variety of project types for both print and digital graphics. We also do extensive work in UI/UX design.

- Creating compelling marketing materials for major events, local brands, and various other law firms and companies
- Design and develop websites for local, national and global companies
- Executed brand style guidelines for global usage and approved all creative materials to meet business objectives and to ensure consistency.

ACCOUNT MANAGER | 2015 TO PRESENT

- Provide design leadership in e-commerce, mobile, e-mail, and marketing collateral with teams of art directors, designers, and video producers
- Collaborate with senior executives and marketing directors to establish project goals, budgets, and deliverables.

WALMART/SAM'S CLUB MARKETING MANAGER | 2016 TO PRESENT

- Developed and implemented advertising and marketing communication materials for brand enhancement and new product launches, including packaging, product videos, retail, point-of-sale, and website.

POWERHOUSE MECHANICS GEAR STORE

CO-OWNER | 2020 - 2022

- Designed, developed Apparel designs
- Managed online store using Shopify Platform
- Website design & development
- Designed and coordinated weekly email marketing campaigns
- Managed social media account and grew the following

MAXWELL CREATIVE STUDIO

FREELANCE | 2013 - PRESENT

- Design and implement brand and marketing communication materials
- Develop and design websites for local businesses to help enhance their brand and enhance their online presence.