

# RACHEL TAYLOR

GRAPHIC DESIGNER   ART DIRECTOR   PHOTOGRAPHER

## Profile:

Creative with five years of experience spanning across retail, e-comm, non-profit, and hospitality brands. Design direction helped increase email revenue by over 30% and collaborative effort on paid social saw revenue increase over 100% across multiple clients at HeyFrankie.

Led all creative initiatives at Thistle Farms and was promoted to management after 16 months.

Expertise in digital, e-comm, social, web, and print design & cross-campaign creative direction, harnessing visuals for maximum recognition and earnings.

## Education:

BFA, Design Communications

Photography Minor

Belmont University, Nashville, TN

Fall 2016 - Spring 2020

## Key Skills:

- Adobe Creative Suite
- Figma
- Klaviyo & Salesforce
- Print / Packaging
- Typography / Layout
- Front-End Web Design
- Art Direction & Styling
- Photo Production & Planning
- Digital & Film Photography
- Team Leadership
- Budget Management

## Contact:

865.548.8771

Knoxville, TN

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\*References available upon request.

## Senior Graphic Designer

HEYFRANKIE | REMOTE | AUG. 2023 - AUG. 2024

- Led digital creative across multiple accounts and channels, including email, paid social, and web to speak to and convert a variety of customer demographics for a wide range of products.
- Worked alongside marketing team members to harness key analytics in order to produce data-backed, revenue-driving designs.
- Collaborated with other designers and marketers for large-scale campaigns.

## Digital Design Specialist

JOURNEYS | NASHVILLE | JUNE 2022 - AUG. 2023

- Designed emails, web graphics & banners, social posts, and other digital assets to support seasonal and year-round campaigns for the Journeys, Journeys Kidz, and Journeys Canada brands.
- Collaborated with the marketing, e-comm, and greater creative team on all product launches and roll-outs.
- Assisted in photoshoots for all Journeys brands.

## Creative Services Manager

THISTLE FARMS | NASHVILLE | JULY 2020 - MAY 2022

- Led all in-house creative, ranging from packaging, print collateral, emails, social & web graphics, ads, annual reports, and a full company re-brand.
- Oversaw junior designers and provided creative direction to ensure consistency, quality, and growth.
- Conceptualized branding for all company campaigns and events.
- Art directed, styled, planned, and produced every photoshoot.

## Graphic Designer

RED PEBBLES HOSPITALITY | NASHVILLE | OCT. - APRIL 2020

- Designed menus, social graphics, and emails to promote restaurants in the Red Pebbles Hospitality group.
- Assisted in the Emmy Squared rebrand, designing all new menus and signage.

## Educational Design Intern

FRIST ART MUSEUM | NASHVILLE | JAN. - AUG. 2019

## Design & Photography Intern

DAYBREAK ARTS | NASHVILLE | JAN. - DEC. 2019

## Graphic Design Intern

EVEREST & CO. | NASHVILLE | AUG. - DEC. 2017