



Rachael Berry

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SUMMARY

Motivated and curious student seeking an internship to apply creative problem solving and management skills to a company on the forefront of technology, marketing and innovation.

Technical Skills: Html, Css, Bootstrap; Familiar with JQuery
Adobe Creative Suite: Illustrator, Photoshop, InDesign, After Effects, Premiere
Applications: Microsoft Word, PowerPoint, Excel, Outlook, Hootsuite

WORK EXPERIENCE

Ation Digital Media Agency Project Coordinator 01.2017 – Present

Facilitate the development of objectives, strategy and tactics of for client, Shelf.io. Organize team members by establishing a project timetable, manage individual workloads, as well as assign and record hours. Manages communication with client and delivers weekly status reports. Overall project entails extensive product and primary consumer research to improve platform usability and consumer experience.

Nutmeg Publishing Graphic Designer 09.2016 - Present

Create spreads for UConn’s official Magazine and Yearbook that reflect my personal style but still correlate to design specifications of Creative Director. Communicate with the Copy and Photo Editors for respective materials and manage time to adhere to tight deadlines and produce quality work.

University of Connecticut Student Administrative Assistant 12.2014 - Present

Interact with customers efficiently to provide exceptional customer service. Creates weekly vendor advertisements for social media and additional promotional material required for events. Develops simple internal visual material for office, vendors, and regional campuses to assist with technical difficulties.

US Green Building Council Graphic Communication Associate 06.2016 – 08.2016

Improved graphic brand by developing a social media strategy to increase conversion rates across Facebook and Twitter. Managed outreach marketing through email and social media to promote registration and sponsorship for their “Green Building Showcase” which hosted over 400 guests and 16 sponsors. Audited website to condense content and improve user experience by simplifying registration process through visual aids and site navigation.

Love Megabytes. LLC Pre-Visualization for a Broadway Production 01.2015 – 05.2015

Collaborated with Broadway director, writer and composers to envision scenic design, character design and projection concepts. Responsibilities included creative ideation, storyboarding, and development of concept art to aid in show visualization.

EDUCATION

University of Connecticut May 2018
Bachelor of Art, Digital Media and Design: Strategies for Business GPA: 3.6/4.0
Minor: Entrepreneurship

International Honors College of Utrecht University Spring 2016
Study Abroad- Netherlands