

# RACHEL MANNING

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Ambitious, results-oriented design and marketing professional with a demonstrated ability to meet deadlines and deliver the highest standard of work. Excellent interpersonal skills and able to work in a fast-paced environment. Seeking to apply diverse experience in working with a company that I can believe in and be passionate about.

## CORE QUALIFICATIONS

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- Proficient in Adobe Creative Suite programs (InDesign, Illustrator, Photoshop, Lightroom, and Acrobat) and Microsoft Office programs (Powerpoint, Word, Excel)
- Excellent graphic design and layout skills for both digital and print projects
- Extensive Wordpress experience, including building websites, and maintenance of existing websites
- Working knowledge of HTML and CSS, and automations using Zapier
- Proficient in Hubspot CRM, with working knowledge of many other CRMs and email marketing systems
- Effective time management and communication skills

## EXPERIENCE

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### Mileshko

ATLANTA, GEORGIA

#### Senior Graphic Designer

Apr 2022 – Present

- Responsible for managing design projects for several large clients including Chick-fil-A, Chick-fil-A Supply, Wellstar, and more
- Communicated directly with clients to plan projects and execute designs while working within brand guidelines
- Designed in-house and client graphics using Adobe Creative Suite
- Handled social media accounts internally
- Designed, built, and launched custom and theme-based Wordpress sites
- Wrote copy for blog articles, website content, print and promotional materials, advertisements, and other needs
- Worked with the internal marketing team to develop promotions and helped onboard the company onto Hubspot

### Freeman

### Mathis & Gary

ATLANTA, GEORGIA

#### Marketing Manager

Nov 2021 – Apr 2022

- Developed and executed marketing strategies for a national law firm with over 20 offices in 14 states, reporting directly to the CFO and Managing Partners
- Maintained Wordpress website, including creating and adding content and updating info as needed
- Developed and maintained brand guidelines after the firm rebranded
- Designed in-house graphics using Adobe Creative Suite
- Responsible for creating and publishing content across the company's social media channels, and monitoring channels for engagement
- Wrote copy for print and promotional materials, website content, and ads
- Worked with a budget to design and produce print materials including "swag" and collateral, and organized the distribution of these materials to the various offices

# Clever Tiger

KENNESAW, GEORGIA

## Owner & Operator

Jan 2017 – Oct 2021

- Developed a national client base, which included companies such as Bissell, Corel, and Microsoft as well as local small businesses
- Directly responsible for and able to personally produce all services sold by the agency, including marketing strategies, graphic design, photography, website design, content creation, and copywriting
- Managed a team of designers and copywriters using efficient workflows to consistently deliver work to clients within budget and on deadline
- Responsible for 50+ social media channels at any given time, and developed a system for producing and monitoring content on a daily, weekly, and monthly basis
- Developed strategies and tactics to increase brand awareness and drive traffic to clients' websites and retail locations
- Monitored campaign success and delivered reports to clients
- Designed in-house and client graphics using Adobe Creative Suite
- Designed, launched, and maintained Wordpress websites of all sizes
- Worked with project management and CRM software, including Asana, Trello, Harvest, Hubspot, Zapier, and more

# Black Bear Design

ATLANTA, GEORGIA

## Lead Graphic Designer

Aug 2015 – Jan 2017

- Communicated directly with a diverse group of clients to develop unique and creative marketing materials
- Responsible for working with a team to complete projects within budget and on deadline using time tracking software
- Handled social media accounts internally and for clients
- Worked on a team to design, build, and launch Wordpress websites
- Wrote copy for press releases, website content, print and promotional materials, advertisements, and other needs
- Designed in-house and client graphics using Adobe Creative Suite

# Minuteman Press

MARIETTA, GEORGIA

## Operations Manager Graphic Designer

Aug 2013 – Aug 2015

- Handled customer accounts, including quoting, invoicing, and collections
- Increased sales and profitability by implementing new procedures
- Initiated in-house marketing campaigns and presented results each quarter
- Wrote copy for print and promotional materials and advertisements
- Oversaw print production, including scheduling, accuracy, and quality
- Maintained inventory based on individual and general project needs
- Designed in-house and client graphics using Adobe Creative Suite

# Minuteman Press

KENNESAW, GEORGIA

## Production Assistant Graphic Designer

May 2012 – Aug 2013

- Responsible for the production of all print materials, including bindery & finishing
- Wrote copy for print and promotional materials and advertisements
- Ran and maintained digital presses, large format machines, & bindery equipment
- Trained new employees on shop machinery and pre-press procedures
- Initiated in-house marketing campaigns and monitored results
- Designed in-house and client graphics using Adobe Creative Suite

## EDUCATION

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### Kennesaw State University

KENNESAW, GEORGIA

- Dual enrolled as a high school senior
- Accepted to School of Art and Design
- Earned BBA (Marketing) from Coles College of Business

### The King's Academy

WOODSTOCK, GEORGIA

- Earned High School Diploma
- Member of BETA and ESA honor societies
- Won awards from UGA's GSPA for newspaper layout design

## REFERENCES

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### Abbey Showalter

COWORKER, SUPERVISOR - MINUTEMAN PRESS & MILESHKO

- 404-673-8117
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### Scott Hornung

COWORKER - CLEVER TIGER

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**More references available upon request**