



RACHEL SCHWARTZ

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Professional Summary

Creative graphic designer leveraging 6 years of experience producing high-impact visual content for pharmaceutical, fintech, ad tech, and consumer brand clients across disciplines including branding, publication design, packaging, digital campaigns, and event collateral. Demonstrated skill in managing client relationships and full design cycle from ideation to delivery of various assets including logos, layouts, advertisements, websites, and marketing materials.

Career Goal

To serve as the subject matter expert on target demographics, analyzing customer data and journey to develop engaging and conversion-focused creative campaigns that drive revenue.

Skills

Proficiency in design software like Adobe Creative Suite (Photoshop, Illustrator, InDesign) to produce high quality visual assets and campaigns

Strong typography, color theory, and composition skills to create aesthetically pleasing and brand-aligned graphics

Ability to ideate innovative concepts and effectively communicate ideas through visual storytelling

Excellent time management and organizational abilities to juggle multiple projects and deadlines

Knowledge of marketing strategies and emerging digital spaces like social media platforms and trends to engage target audiences

Strong analytical skills to interpret data and translate insights into impactful, conversion-focused design

Collaborative team player with ability to take constructive feedback and clearly explain creative rationale

Work Experience

Freelance Graphic Designer | October 2022 - Present

- Provide ongoing freelance graphic design services to 5+ regular clients, including creating marketing materials, ad campaigns, packaging, and event signage
- Collaborate with clients on a weekly basis to successfully deliver over 50 diverse design projects annually across various disciplines including branding, packaging, publication layouts, advertising campaigns and website design
- Adept at working independently and managing freelance workflow from outreach to billing
- Drove campaign performance and ROI by collaborating with clients to translate business goals into actionable visual strategies optimized for their target audiences
- Built client base through active networking, referrals, and promoting design portfolio and case studies on social media platforms
- Balanced priorities of competing client requests through transparent communication and rapid iterations of concepts

Sabio Inc., New York NY

Lead Marketing Designer | January - September 2023

Sabio is an adtech company that provides an end-to-end solution for advertisers, using their proprietary demand-side-platform (DSP), direct integration with publishers, and measurement and analytics to reach their audiences.

- Strategized cross-functionally to research, analyze, and design Sabio's annual series of CPG and QSR consumer trend reports
- Leveraged Sabio's SaaS platform App Science interpret up-to-date industry trends and use this information to inform the design of print and digital deliverables
- Researched industry trends and applied creative solutions to optimize engagement and achieve KPIs for social media, digital, and print campaigns
- Collaborated cross-functionally with marketing, digital, and other teams to develop cohesive 360° campaigns
- Grew Sabio Inc's LinkedIn presence to over 10K engaged followers by ideating and producing compelling social media content

Tremor Video (now Nexxen), New York NY


Brand Marketing Designer | January - November 2022


Tremor Video (now Nexxen) is an ad tech company that helps advertisers deliver impactful brand stories through the power of leveraging CTV technology.

- Collaborated closely with a 15-person creative team to revamp initiative strategies and modernize visual identity and branding
- Leveraged website redesign and assets to support ongoing marketing campaigns



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Education

Syracuse University, S.I. Newhouse School of Public Communications, Syracuse, NY

B.S. in Graphic Design, May 2019

Cum Laude

Leadership

Hebrew Free Loan Society

Steering Committee Member | May 2023 - Present

SuitUp Workshop with Tremor International
Coach | September 2022

Served as coach for a team of 7 middle school students from New York and Massachusetts participating in a 48-hour intensive leadership camp focused on developing core skills

Tremor Video (cont.)

- Executed a comprehensive refresh of Tremor Video and parent company Tremor International's branding across 40+ marketing and sales assets
- Balanced stakeholder opinions with constructive feedback to explain and refine creative work
- Partnered with the marketing team to maintain branding consistency across physical and digital touch-points and align with corporate brand guidelines

Lippe Taylor, New York NY

Designer | June 2019 - December 2021

Lippe Taylor is an earned marketing agency that specializes in influencer and digital marketing generating strategic PR campaigns for their clients to optimize growth

- Partnered closely with account managers and creative directors to ideate innovative concepts and design strategies that aligned with client launch and campaign goals
- Led the end-to-end design process for major brands in the pharmaceutical and beauty industry such as Differin, Cetaphil, AbbVie, and Mentor Worldwide
- Ensured adherence to brand guidelines and maintained in-depth knowledge of brand heritage, customers, products, and environments
- Designed brand assets for Instagram including feed posts, Stories, Reels, IGTVs, and ads using on-brand filters and interactive elements
- Researched beauty and cosmetics industry trends, competitors, and influencers to inspire innovative concepts that engage millennials across social platforms

Intralinks Inc. (now SS&C Intralinks), New York NY

Marketing Communications Designer | June 2018 - May 2019

SS&C Intralinks is a cloud-based financial technology provider for global banking, dealmaking and capital markets.

- Executed a full global rebrand for Intralinks Inc. including messaging framework, graphic standards, and branded templates. Coordinated extensively with London office throughout
- Elevated marketing assets and brand standards through innovative, on-strategy designs
- Customized collateral for key accounts in partnership with product marketing
- Designed brand collateral to unify Intralinks' event presence across 10 internal conferences and trade shows. Collaborated with field marketing and 3rd party event teams to conceptualize on-brand signage, booths, banners, presentation decks, and giveaways

