



RACHEL NEUBECK

Creative doer. Strategic thinker.

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INTERNSHIP EXPERIENCE

- Quayside Publishing** *Minneapolis, MN* **Graphic Designer** | Jan. 2011 - Mar. 2011
 - Supported team on a variety of "how-to" books
- Tiger Oak Media** *Minneapolis, MN* **Graphic Designer & Art Director Asst.** | Mar. 2011 - June 2011
 - Assisted with the MN Bride, WI Bride, & AZ Bride publications

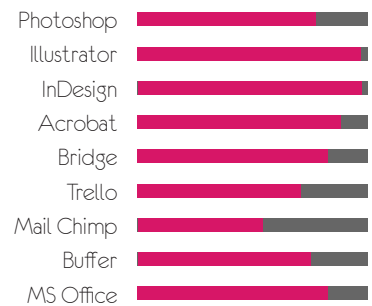
EDUCATION

- University of Minnesota** | Dec. 2017
Minneapolis, MN
BA | Strategic Communications
with a thematic focus on buyer behavior
- The Art Institutes** | June 2011
Minneapolis, MN
AAS | Graphic Design

PROFESSIONAL EXPERIENCE

- jabber logic** *Saint Paul, MN* **Art Director & Digital Strategist** | Nov. 2017 - PRESENT
 - Manage the digital strategy for the jabber logic brand
 - Lead art direction and strategy for brand "Ameè"
 - Develop new brands that emotionally connect with an audience
 - Lead art direction for client and internal projects
 - Recommend and create personas for suggested target audiences
 - Construct targeted messaging for campaigns
 - Concept and generate designs for digital platforms
 - Transform visions into reality
- Fallon Worldwide** *Minneapolis, MN* **Receptionist** | Jan. 2017 - Nov. 2017
 - Answered phones and directed callers to proper employee
 - Scheduled meetings and managed conference room calendars
 - Assisted on strategy and other department projects as needed
- Image360** *Woodbury, MN* **Design & Production Manager** | Sept. 2013 - Jan. 2017
 - Designed high quality signage, graphics, and marketing materials for clients using Adobe Creative Cloud
 - Met with clients to develop new and creative solutions
 - Managed the design and production team to ensure all jobs meet the required job specifications and meet company's quality standards
 - Conducted daily design and production meetings
 - Managed the design and production schedule to ensure that deadlines are met in a timely manner
 - Tracked studio inventory and placed orders as needed
 - Developed process enhancements to capitalize on the strengths and talents of the team
- Ambassador Communications** *Vadnais Heights, MN* **Graphic Designer** | Nov. 2011 - Sept. 2013
 - Used Adobe CS6 to design high quality ads for clients
 - Managed areas and sales reps, met strict deadlines, and produced 12 publications monthly

SOFTWARE PROFICIENCY



UNIQUE SKILLS

- Design Thinking
- Art Direction
- Advertising Strategy
- Brand Development
- Graphic Design
- Design Layout
- Social & Digital Strategy
- Typography
- Photography
- Illustration
- Project Management
- Color Theory