



RACHELFRANCER

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EXPERIENCE

Web Designer 6/15 - Present

Buyer Advertising | Newton, MA

Design career websites for various clients and work with the web team to develop a responsive site

Update existing websites with new information and graphics

Code HTML emails in Dreamweaver and package files for vendor

Create various sized banners/ads for Pandora, Google, Facebook, LinkedIn, etc.

Junior Graphic Designer 12/14 - 3/15

Nichols College | Dudley, MA / Communications Collaborative | Boston, MA

Designed print collateral such as postcards, invitations, and brochures

Graphic Designer & Marketing Coordinator 10/12 - 11/14

Clarke Distribution Corp. | Milford, MA

Designed print collateral such as invitations, brochures, and signage from concept to completion

Created graphics for corporate websites and email blasts

Maintained the Culinary Center website via Dreamweaver/HTML

Photographed corporate events for blog and social media postings

Assisted in coordination of events, trainings, product demonstrations, and culinary classes

Graphic Intern 8/12 - 9/12

Bow & Drape | Boston, MA

Designed email templates and icons for website

Created various social media graphics

Edited clothing images from photoshoots for customizability function of website

Web Publishing/Graphic Intern 5/11 - 8/11

Liberty Mutual Insurance | Hopkinton, MA

Collaborated with team members to merge and migrate an internal website to Sharepoint

Designed and developed various banners and icons for the Loss Control website

EDUCATION

Quinnipiac University May 2012

B.A. Interactive Digital Design

SKILLS

Adobe: Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Flash.

Microsoft: Word, Powerpoint, Excel, Outlook, CRM.

Misc: Windows/Mac OS, HTML/CSS, Sharepoint, Wordpress, QuarkXPress, Social Media, Drawing, Autodesk Maya.

VOLUNTEER

Main Street Animal Services of Hopkinton '02 - '06

Observed various veterinary procedures and appointments

Performed inventory functions

Maintained cleanliness of the facilities

Greater Boston Food Bank 7/11

Attended Liberty Lends a Hand day at the GBFB with other interns from Liberty Mutual