

RACHEL FRANCIS

Multimedia Graphic Designer
Cripple Creek, CO

EDUCATION

ASSOC. OF APPLIED SCIENCE

Multimedia Graphic Design | 2020

Web Design Certificate

Illustration Certificate

Design to Print Certificate

Digital Image Certificate

Pikes Peak CC - Colorado Spgs, CO

MASTERS OF MUSIC

Trumpet Performance | 2009

Manhattan Sch. of Music - NY

BACHELOR'S OF MUSIC

Trumpet Performance | 2007

Univ. of Southern California - CA

SKILLS

>> SPECIALTIES

Print Design

Branding

Copywriting

Video Editing

Web Design

>> TECHNICAL

Photoshop

Illustrator

InDesign

After Effects

HTML/CSS

Microsoft Office

>> PROFESSIONAL

Communication

Problem Solving

Team Player

Flexibility

Leadership



PROFESSIONAL STATEMENT

Design is the ability to observe, delineate and deconstruct the world around us. It is a lens we use to visualize the needs of our clients and the tool we utilize to create solutions. The careers I have pursued in the arts and military have given me a wide range of perspectives and experiences that I draw upon daily to focus my lens and exceed the needs of my clients.



WORK EXPERIENCE

GRAPHIC DESIGNER | PIKES PEAK LIBRARY DISTRICT | CO

March 2021–Present

Designs promotional and educational materials, as well as external and internal creative assets such as signage, flyers, postcards, bookmarks, special displays, graphs, charts, and website graphics. Oversees coordination, production, and installation of interior and exterior signage and develops easy-to-use, branded templates and tools for Library staff use. Provides graphic design support to Friends of PPLD and PPLD Foundation while assisting in the development and execution of all District-wide campaigns, initiatives, and programs.

SR. GRAPHIC DESIGNER | SURF SNOW PROMO | CO

December 2018–March 2021

Managed all creative processes, client proposals and marketing strategies. Responsible for website management, branding and product development while leading, reviewing and directing the Surf Snow Promo creative team.

MARKETING & COMM. SPECIALIST | USAF WOUNDED WARRIOR | TX

October 2015–May 2017

Provided day-to-day support and execution of program-wide creative deliverables. Managed print and digital asset inventory to ensure creative alignment across all marketing channels and branding continuity. Planned, designed and developed effective presentations and materials for internal and external use.

CHIEF OF COMMUNITY PROGRAMS | LOS ANGELES AFB | CA

November 2013–September 2015

Lead two command-directed initiatives and supported all community base-wide events, programs and services. Provided training and guidance to employees and evaluated programming efficiency. Emphasis in planning, marketing, logistics and communications.

GUEST TALENT COORDINATOR | DISNEYLAND RESORT, CA

September 2012–July 2013

Coordinated the logistical planning and execution of group musical performances in Disneyland Park. Performed all stage management duties, event coordination and client relations.

ARTISTIC COORDINATOR | YOUNG MUSICIANS FDN., CA

June 2009–January 2011

Directed three high-profile programs and oversaw program related expenditures, marketing, reports and evaluations. Hired, trained and supervised employees while diligently maintaining budget for personnel, equipment and services. Redefined marketing strategy and responsible for program expansion into four counties in Southern California.



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* References available upon request.