**Rachel Abril**

(480) 353-0251 rachel@abrildesigns.

Work Experience

**Graphic Designer & Marketing**, GoWISE USA (March 2019-Present)

Designs and implements all graphics for Animal Kingdom and Puppies ‘N Love, as well as sister brands The Ocean Floor, Tropical Science, and Earthblend. Produces signage, flyers, and marketing materials for all locations, designs and implements all external email communications (including monthly newsletter, weekly ad, and birthday rewards). Editing video content and creating motion graphics for brand use. Photography and videography as needed. Plans and implements in-store events. Updates and maintains brand websites. Oversees social media output. Reports daily and monthly sales to key stakeholders. Communicates with external vendors regarding business and marketing needs. Other projects as needed.

 **Videographer/Graphic Designer**, GoWISE USA (March 2019-Present)

Planning, producing, filming, editing, and publishing all video content for GoWISE USA. Creating motion graphics, maintaining audio and video equipment, product and food photography, creating graphics for the web, assisting in new product development and testing, website maintenance, and other projects as needed

Education and Skills

Arizona State University Tempe, AZ (January 2017– December 2018)

Master of Science, Graphic Information Technology GPA 4.00/4.00

Arizona State University Tempe, AZ (June 2015 – December 2017)

Bachelor of Science, Graphic Information Technology GPA: 4.00/4.00

Vassar College Poughkeepsie, NY (August 2011-May 2015)

Bachelor of Arts, Psychology GPA: 3.24/4.00

Skills

Expert in Adobe Premiere, Adobe After Effects, Adobe Illustrator, Adobe Photoshop, and Adobe InDesign

Proficient in Adobe Audition, HTML, CSS, Adobe Lightroom, and Adobe XD

Other Experience

**Documentary Filmmaker**  (August 2018-December 2018)
Collaborated with Professor Laurie Ralston to research and record the history of the ASU Polytechnic campus. Identified key individuals in converting ASU Polytechnic from Air Force base to campus, contacted and coordinated interviews, set up and broke down equipment, filmed interviews, and edited video and audio into an informational documentary.