



Rachel Abril

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(480) 353-0251

Work Experience

Graphic Design & Marketing, Companion Pets Inc (April 2021 - present)

Designs and implements all graphics for Companion Pet Inc Brands. 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 - February 2021)

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, designing packages, assisting in new product development and testing, website maintenance, and other projects as needed

Education

Arizona State University Tempe, AZ
(January 2018 - December 2018)

MS, Graphic Information Technology GPA: 4.0

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

BS, Graphic Information Technology GPA: 4.0

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

BS, Graphic Information Technology GPA: 3.4

Skills

Expert in:

Adobe Premiere · Adobe After Effects · Adobe Illustrator · Adobe Photoshop · Adobe InDesign

Proficient in:

Adobe Audition · HTML · CSS · Adobe Lightroom · Adobe XD