

# RACHEL HILL

## SENIOR GRAPHIC DESIGNER

A seasoned and accomplished graphic designer who enjoys the creative process from concept to in-market execution. Expert in print and digital design.

- creativity
- works well with ambiguity
- team player
- excellent communication & presentation skills
- time management
- problem solving & strategy

### EDUCATION

Bachelor of Fine Arts  
Graphic Design  
Art History Minor

University of Wisconsin–Stout  
Menomonie, Wisconsin

### EXPERTISE

Adobe Creative Suite  
Illustrator  
InDesign  
Photoshop  
Lightroom  
Premiere  
Branding  
Typography  
Communication  
Microsoft Office

### PUBLICATIONS

Favourite Design 2021  
Creative Quarterly – No. 61 2021  
Favourite Design 2020  
Packaging of the World 2020  
Sun Prairie Star 2013

### ACHIEVEMENTS

3rd place Design Winner 2012

### WEBSITE + CONTACT

www.rachhill.com  
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608.513.7992

### EXPERIENCE

#### Senior Graphic Designer

Girl Scouts of Eastern Pennsylvania | 02.2021 – Present

Lead the creative direction for the organization, overseeing and developing the council's marketing collateral, digital assets, and publications.

- Execute the design of annual publications such as the Spark Magazine Suite, Camp & Program Guide, and Annual Report, and event collateral including, Gold and Silver Award Ceremonies, Women's Leadership Summit, and our largest fundraising event series: Take the Lead.
- Responsible for implementation of new brand standards and guidelines across all creative touchpoints in the organization: print, digital, paid and earned campaigns, website and social.
- Performs a variety of design tasks from start to final production such as logo/patch designs, website display graphics, social channels, event collateral, retail, brand activations and other specialty projects.
- Design and implement membership initiatives to increase our marketing presence in our Philadelphia nine-county footprint and, by extension, recruit new members.
- Supervise and approve all creative applications and resources supplied to Girl Scouts of Eastern PA staff, volunteers, and external strategic partners.

#### Graphic Designer

Girl Scouts of Eastern Pennsylvania | 04.2019 – 02.2021

Collaborated with the design team and department managers to develop and create effective marketing materials using print and digital design.

- Developed impactful branded content for print, digital, campaigns, website, and social, resulting in increased visibility and membership
- Led implementation of rebranded materials for our largest fundraising event and annual issue of the organization's magazine, increasing our year-over-year revenue.
- Supported membership initiatives with branded materials and advertising, retaining and recruiting new members.
- Communicated with other Girl Scout councils, sharing marketing tools for future projects and campaigns.
- Developed in-depth knowledge of print setup and prepress processes with our in-house printing facility.

#### Design Intern

CBX Brand Agency | 05.2017 – 09.2018

Collaborated with teams across the agency and New York office to create conceptual and adapted designs and materials for clients.

- Partnered cross-office with our team of MN & NY interns to create a targeted product from concept to finalized prototype design presented to our colleagues.
- Created innovation projects for potential new products within brands or sub-brands they owned.
- Developed advanced photo editing and mockup skills to create conceptual packaging designs for clients.