

RACHEL HILL

DESIGNER · CREATOR · MAKER

EDUCATION

Bachelor of Fine Arts
Graphic Design
Art History Minor

University of Wisconsin–Stout
Menomonie, Wisconsin

SKILLS

Adobe Creative Suite
Illustrator
InDesign
Photoshop
Lightroom
Premiere
Branding
Editorial Layout
Typography
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
rachhill021@gmail.com
608.513.7992

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

EXPERIENCE

Senior Graphic Designer

Girl Scouts of Eastern Pennsylvania | 02.2021 – 05.2022

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

- Responsible for implementation of new brand standards and guidelines across all creative touchpoints in the organization: print, digital, paid and earned campaigns, B2C Growth Marketing, website and social.
- Design and implement membership initiatives to increase our marketing presence in our Philadelphia nine-county footprint and, by extension, recruit new members.
- 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.
- 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.
- 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.