

RACHEL MECHAM

GRAPHIC DESIGNER

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Seasoned Graphic Designer with six years of experience, adept in creating compelling marketing collateral, brand identities, and digital content. Proven track record in enhancing brand visibility and audience engagement through innovative design solutions and multimedia content. Seeking to leverage expertise in print and digital media as a Graphic Designer to drive company growth and customer engagement.

WORK EXPERIENCE

Graphic Designer

Naturally Plus USA | February 2023 - February 2024 | Las Vegas, NV

- Design marketing materials such as brochures, flyers, and booklets to maintain brand consistency and enhance visual engagement.
- Contribute to packaging design efforts, improving product visibility and attractiveness to consumers.
- Create promotional content for key company events to bolster attendee experience and engagement levels.
- Produce digital content for email marketing and social media campaigns, leading to higher user interaction and improved brand recognition.

Graphic Designer II

Everi Holdings Inc | September 2022 - November 2022 | Las Vegas, NV

- Partnered with team members to create compelling print materials, including brochures, flyers, booklets, and posters, for promotional activities and event support.
- Developed engaging video content for marketing campaigns, product introductions, and corporate gatherings, utilizing Adobe Premiere and After Effects to increase audience interaction.
- Participated in ideation meetings, offering creative input that informed the evolution of design strategies, and represented the company at G2E 2022 to enhance customer relations and visitor experience.

Graphic Designer

Ascent Strategic | May 2021 - May 2022 | Rexburg, ID/Remote

- Partnered with clients to understand project objectives, proposed appropriate design strategies, and delivered high-quality design products within established timelines.
- Developed and enhanced client brand identities by designing logos and establishing style guidelines to promote brand consistency.
- Created customized print material and boosted brand interaction by designing attractive social media content and editing videos to resonate with target audiences.

Graphic Designer

Island Genius LLC | December 2020 - April 2021 | Idaho Falls, ID

- Designed engaging visual content for social media campaigns, enhancing brand visibility and recognition.
 - Developed Enhanced Brand Content for e-commerce product listings, articulating brand story and product benefits.
 - Performed meticulous photo editing for product imagery, ensuring quality and timely completion of multiple design projects.
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EDUCATION

BA - Graphic Design, AS - General Studies

Brigham Young University-Idaho | Rexburg, ID

TECHNICAL SKILLS

Adobe Creative Suite · Canva · Microsoft Office · Google Apps · Flodesk · Hootsuite · Airtable · Zoom · Procreate · Mac OS · iPad OS · Typography · Layout Design and Composition · Content Creation · Print Design · Large Format Printing Preparation · Branding · Photo Manipulation and Editing · Video Editing · Social Media Content Creation · Verbal/Written Communication · Time and Multiple Project Management · Conflict Resolution · Motivational Skills · Attention to Detail · Adaptability and Flexibility · Attention to Detail