Rachel Tse

rachelhtse@gmail.com
https://rachelhtse.github.io/portfolio/

EDUCATION

The University of Texas at Dallas   GPA 3.84
M.S., Marketing   May 2021

The University of Texas at Dallas   May 2020
B.S., Marketing & B.A., Arts Technology
Davidson Management Honors Program

BUSINESS EXPERIENCE

VOX Global   April 2022 – Present
Junior Graphic Designer

I conceptualize and design reports, websites, social media posts and more for Fortune 500 companies, nonprofits and governmental organizations to thrive in the public affairs space.

NorvaNivel   June 2021 – April 2022
Graphic Designer/Social Media Manager

- Design emails, social media posts, flyers, sales collateral, and PowerPoint presentations
- Spearhead all social media efforts including advising on strategy, engagement, and analyzing results
- Communicate across departments to gather and organize content for all published materials
- Manage the website by designing webpages, updating content, and collaborating with the web agency

Visual App   January 2019 – May 2021
Web Development Intern

- Built fully responsive websites and posts from the ground up using HTML, CSS and WordPress CMS
- Developed custom post type templates with over 10 custom fields for dynamic websites to empower customers to transform their marketing messaging
- Designed social media graphics that adhere to branding standards for consistent marketing across channels
- Analyzed and optimized client sites for quarterly SEO Reviews to manage and deliver performance
- Implemented rapid designs within one quarter for 3 customers with limited budgets and short timelines

LEADERSHIP & ORGANIZATION

Comet Marketing – Director of Graphic Design, Designer   December 2018 – May 2020
Professional Program in Marketing – Member   October 2018 – May 2020
Undergraduate JSOM Dean's Council – Student Engagement Committee   August 2018 – May 2019
The User Experience Club – Marketing Coordinator, Adobe Liaison   August 2017 – May 2018

TECHNICAL SKILLS

Professional Google-r
Languages: HTML, CSS, JS, PHP
Tools: Adobe Photoshop, Illustrator, InDesign, Acrobat, Lightroom, Premiere Pro, XD, Wordpress, Hubspot, Google Tag Manager, MailChimp

ADDITIONAL INFORMATION

Eligibility: (USPR) Eligible to work in the U.S. with no restrictions