

RACHEL EAGER

VISUAL DESIGNER

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Online Portfolio
EAGERDESIGNER.COM

EDUCATION

BFA ART & DESIGN (GRAPHIC DESIGN)

Grand Valley State
University

Allendale, MI

NASAD Accredited

VISUAL COMMUNICATIONS

2 YEAR CERTIFICATE

Newaygo County
Career-Tech Center

Fremont, MI

Software & Skills

UX Design:

Figma

Adobe Creative Suite:

InDesign

Photoshop

Illustrator

Acrobat Pro

Website Design:

WordPress

HTML & CSS

Digital Marketing:

Google Ads

SEO

Social Media Mgmt

SEM Rush

EXPERIENCE

ART DIRECTOR & PRODUCTION ARTIST (NOV 2020 - PRESENT)

Port City Architectural Signage / Muskegon, MI

- Update all internal marketing materials with new branding guidelines
- Continue to improve CX by updating communication materials (emails, proof sheets, installation sheets, etc.)
- Collaboration with web development company to launch new Shopify e-commerce website in early April 2022
- Continue to improve website UX

MARKETING MANAGER & ADMINISTRATIVE ASSISTANT (MAY 2017 - OCT 2020)

Mighty Lube Systematic Lubrication, Inc. / Fremont, MI

- Designed website from concept to completion for Flat-To-Form (affiliated company)
- Created branding standards and redesigned all marketing materials for OPCO and Mighty Lube
 - Product catalogs, brochures, event booth graphics, manuals, websites, social media graphics, PowerPoint templates, etc.
- UX Design updates on OPCO and Mighty Lube websites and SEO
 - Achieved quote request increase of over 100% for both websites
 - Increased traffic by over 125% for both websites
- Created social media presence for Flat-to-Form, OPCO and Mighty Lube
 - LinkedIn, Facebook, Twitter, Google My Business

DIGITAL MARKETING STRATEGIST (APR 2015 - MAY 2017)

Pioneer Group: PDS Print & Digital Solutions / Big Rapids, MI

- Constructed marketing strategy and designed client and internal artwork for digital products
 - Google Ads, social media graphics, website design
- Scheduled projects with the design team for timely presentation to customers
- Collected and organized content for websites and digital ads, including copy and photos
- Analyzed campaign stats and website analytics; created and submitted reports to clients

ADVERTISING SALES / MEDIA CONSULTANT (MAR 2012 - APR 2015)

Pioneer Group: PDS Print & Digital Solutions / Big Rapids, MI

- Analyzed local businesses current advertising and provided solutions
 - Print ads, websites, digital ads, and SEO resolutions

GRAPHIC DESIGNER (FEB 2010 - FEB 2012)

Pioneer Group: PDS Print & Digital Solutions / Big Rapids, MI

- Produced ad designs for clients as well as internal marketing materials
- Completed prepress process for seven directories per year

CREATIVE DIRECTOR (SEPT 2007- NOV 2009) GRAPHIC DESIGNER (FEB - SEPT 2007)

Innereactive Media / Ada, MI

- Managed all creative projects (scheduled and delegated to design team)
- Acquired vendors for printing and packaging production
- Collaborated with finance manager to provide quotes and invoices to clients
- Teamed with marketing coordinators / project managers on incoming design projects
- Designed internal and client marketing materials