

# RACHAEL A. SMITH

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## MARKETING COMMUNICATIONS MANAGER

- Marcom professional with 7 years of experience leading corporate marketing and internal communications for multimillion-dollar companies across diverse industries
  - Art director and graphic designer with 13 years of experience delivering dynamic visuals and innovative strategies for online and print delivery
  - Respected leader of creative teams and corporate communications departments. Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
  - Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive record-high marketing campaign response rates and execute successful product launches.
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## SKILLS

- Marketing strategies and campaigns
  - Corporate communications
  - Creative team leadership
  - Product positioning and branding
  - Web and print content development
  - Development of training materials
  - Sales collateral and support
  - Public and media relations
  - New product launch
  - Copywriting and graphic design
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## PROFESSIONAL EXPERIENCE

### **NATIONAL SAFETY COUNCIL, IL** - *Nonprofit specializing in safety training, products and advocacy*

#### **Marketing Project Lead**, 8/2011 to Present

Manage corporate marketing and communications functions, overseeing a \$1M budget for 12 business units. Direct brand management, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

#### **Selected Accomplishments:**

- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that increased product awareness and sales
- Created new website for luxury brand to accommodate rich discussions as well as a virtual library to house a collection of global research and white papers
- Wrote catalogs, course guides and training brochures that enhanced the sales team's understanding of complex product features and helped them sell more effectively
- Created a new event campaign that increased workplace safety course revenue 200% over the previous year
- Redeveloped the internal creative brief to streamline the project submission and planning process

### **R.A.S. STUDIOS, IL** - *Freelance print and web design*

#### **Art Director/Designer**, 2/2011 to 8/2011

Operated freelance studio to design and produce print and digital media such as websites, e-blasts, banner ads, logos, identity systems, direct mail and promotional items.

#### **Selected Accomplishments:**

- Rebranded and designed sites for a financial services company with a new platform for posting news, collecting user information and complying with necessary financial web regulations
- Launched new commercial real estate website that gave the company a more professional edge and streamlined data management for the sales team
- Raised awareness for runners association with new look for race marketing collateral
- Increased traffic to local printer through direct marketing campaign

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(page 2)

**PERL MORTGAGE, IL** - *National residential mortgage banker*

**Marketing Director**, 9/2004 to 2/2011

Coordinated all marketing and advertising for a team of 60 loan originators

**Selected Accomplishments:**

- Created direct mail/email campaigns that brought in an average of \$30k per drop
- Integrated new brand across multiple websites, social media and print collateral
- Designed out-of-the-box events that sparked new relationships with real estate companies
- Implemented new lead tracking system using pre-existing loan origination software/database

**AGENCY.COM, IL** - *Web development agency*

**Web designer**, 12/1999 to 9/2001

Designed informational and e-commerce sites for Fortune 500 companies

**Selected Accomplishments:**

- Designed mood boards pivotal to winning ABN Amro business
- Architected site layout for Abbot Laboratories and Skil Power Tools
- Won exemplary award for LG Capital Services proposal to win a wealth of overseas work
- Produced graphic standards manuals for clients such as US Bank and Grainger

**PERKINS & WILL, IL** - *Global architectural firm specializing in healthcare and educational facilities*

**Graphic designer**, 9/1997 to 12/1999

Designed signage and wayfinding systems within architecture and interior projects

**Selected Accomplishments:**

- Wrote proposals and planning presentations to win key business
- Managed large project from research and design to programming and construction
- Received awards for exemplary client management (UIC and NMFF), production of architecture plan manual for a large medical campus facility and design of the firm's traveling AIA exhibit

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**TECHNOLOGY**

- Software: Adobe Creative Suite (InDesign, Illustrator, Photoshop, ImageReady), Microsoft Office (Word, Access, Excel, PowerPoint), ACT, Encompass, Traffic Live
- Web/Multimedia: Dreamweaver, content management systems, HTML

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**EDUCATION**

**University of Michigan, Ann Arbor**

Bachelor of Fine Arts in Graphic Design, May 1997

Magna Cum Laude, Dean's List, Angell Scholar