

CONTACT

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EXPERIENCE

The Collective | Student-Led Fashion Magazine

- Worked on the editorial team, designing layouts and spreads.
- Created marketing materials.

Delta Zeta Sorority

- VP of Administration
- Community Service Chair
- PR & Social Media Chair

App State Ski Team

- T-Shirt Chair - Designed team apparel.

SKILLS

Social Media

- Working knowledge of social media platforms: TikTok, Facebook, Instagram and Snapchat.

Digital Programs

- Adept with Microsoft Office Suite, Adobe Photoshop, Illustrator, InDesign, Premiere and WIX, CSS, & HTML.

Creative

- Proficient in graphic design, photography and video production.

Eager

- Dependable, organized and detail-oriented.

RACHEL HOLDER

GRAPHIC DESIGNER

I'm a recent graduate and creative thinker who loves bringing ideas to life through art, design, and illustration. Throughout school and summer internships, I worked on a variety of projects that helped me to build strong skills in branding, design, and layout. I'm hardworking, easy to work with, and excited to take what I've learned and apply it to real-world creative work.

WORK EXPERIENCE

Graphic Design/Marketing Intern, Charleston, SC

Squeeze Marketing | Summer 2024

- Supported the digital content coordinator in designing and scheduling content calendars.
- Designed and wrote copy for social media ads.
- Shadowed in-office: SEO management, graphic/web design, project management, and social media management.
- Assisted in on-site content days for social media.
- Researched and wrote copy for monthly blog posts.

Graphic Design/Marketing Intern, Greenville, SC

Greenville Chamber of Commerce | Summer 2023

- Designed a variety of marketing materials: business cards, rack cards, banners, letterhead and presentations.
- Assisted in social media promotions, TV production and ribbon cuttings.

EDUCATION

BFA Graphic Design, Minor Media Studies

Appalachian State University, Boone, NC |
August 2021 - May 2025

Dual Enrollment

Lander University, Greenwood, SC |
August 2020 - May 2021

High School Diploma

Greenwood High School, SC | August 2017 - May 2021