

RACHEL WILLIAMS  
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## PROFESSIONAL EXPERIENCE

### Fallon, New York NY

June 2024 - Present

#### *Art Direction Intern*

- Notable clients: Walmart, Showtime, Arby's, Key Bank, American Home Shield
- Develops and implements creative advertising campaigns

### Resound Presents, Austin TX

January 2024 - May 2024

#### *Art Direction Intern*

- Designed graphics & promotional materials for shows at local music venue social media pages & websites as spring intern for music promotion company
- Edited, enhanced, & organized huge libraries of concert photos & video content for posts

### RPA, Santa Monica CA

September 2023 - December 2023

#### *Media Strategy Intern*

- Collaborated as a fall intern with Tier 2 Honda team on quantitative analysis of past digital campaigns, providing insights for future planning, and writing recommendations for CY24 media strategies

### Point 600 Communications, Austin TX

May 2022 - December 2022

#### *Data Analytics & Visualization Intern*

- Designed visual data dashboards in Tableau for performance reporting and recommendation decks to generate insightful reports & competitive analyses for clients such as the ACLU, The Home Depot, and Page Society
- Redesigned, updated, & maintained website to showcase newest projects

### Texas 4000 For Cancer, Austin TX

May 2023 - August 2023

#### *Brand Ambassador and Rider*

- Cycled 4000+ miles from Austin, TX to Anchorage, AK to raise awareness and fundraise for cancer research

### Giant Noise Public Relations, Austin TX

August 2021 - December 2021

#### *Digital Content Intern*

- Led creative for social media pages & websites of hospitality clients including AC Hotels, Ramen Tatsu-ya & managed accounts using Hootsuite
- Captured, edited, & enhanced high quality photographs for client social media pages, websites, email campaigns & print materials

## EDUCATION

### The University of Texas at Austin

May 2024

- BA in English (Plan II Liberal Arts Honors) & BS in PR/Advertising, Texas Creative

## AWARDS & HONORS

- **Austin Addy Awards – 2X Gold – AdBlock** (AAF's 2024 American Advertising Award) *Spring 2024*
- **AdAge “Summer Intern to Watch”** *Summer 2024*

## SKILLS

**Skills:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Tableau, Hootsuite, Excel