

RACHEL WILLIAMS  
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## PROFESSIONAL EXPERIENCE

### OBRA Architects, New York NY

September 2025 - Present

#### *Business Development Associate*

- Leads design awards submissions & creates custom, project-specific submissions for RFQs/RFPs
- Designs proposal materials using Adobe InDesign, Illustrator, and Photoshop, organizes and maintains marketing materials, project data, and internal resources
- Manages multiple concurrent deadlines across business development, marketing, PR, & project management support, including client, project, and market research

### Fallon, New York NY

June 2024 - September 2025

#### *Art Director*

- Clients: Walmart, Showtime, Arby's, Key Bank, American Home Shield
- Worked with creative teams to concept, develop, & design multi-platform national advertising campaigns

### Resound Presents, Austin TX

January 2024 - May 2024

#### *Art Direction Intern*

- Created press kits for touring musicians as spring intern for music promotion company
- Designed graphics & edited video content for venue social media pages & websites using Photoshop, Illustrator, & Premiere Pro

### 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
- Assisted new business development, completing competitive analysis reports which helped land clients the ACLU, The Home Depot, and Page Society

### Giant Noise Public Relations, Austin TX

August 2021 - December 2021

#### *Digital Content Intern*

- Led creative for social media pages of hospitality clients including AC Hotels, Ramen Tatsu-ya & Home Slice Pizza
- Managed brand accounts using Hootsuite

## 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), Miro, Figma, Tableau, Hootsuite, Sprout, Excel, Google Sheets