



RACHEL SINEK

Digital Marketing Strategist

ABOUT ME

Solutions oriented, experienced, creative.

AREAS OF EXPERTISE

Brand management, graphic design, social media strategy, web development

EDUCATION

BACHELORS OF SCIENCE

Advertising
University of Florida

MASTERS OF ARTS IN MASS COMMUNICATION

Web Design and Online Communications *University of Florida*



ACCOUNT SUPERVISOR

THE AGENCY AT UF

Built on a foundation of research, The Agency develops inspired and informed campaigns to build brand loyalty among a segment of the population that will spend trillions of dollars in their lifetimes.





DIRECTOR OF MARKETING AND SOCIAL MEDIA

TACTICAL SAFETY SOLUTIONS

Safety rescue company dedicated to properly training and equipping on-site safety professionals.

AUTHOR, CREATOR

THE CLOSET DIME

A corner of creativity designed to inspire and encourage others toward style and simplicity.



O 1 Brand Manager

SKILLS

AND

Marketing Expert

ABILITIES

Social Media Specialist





O 4 Graphic Designer

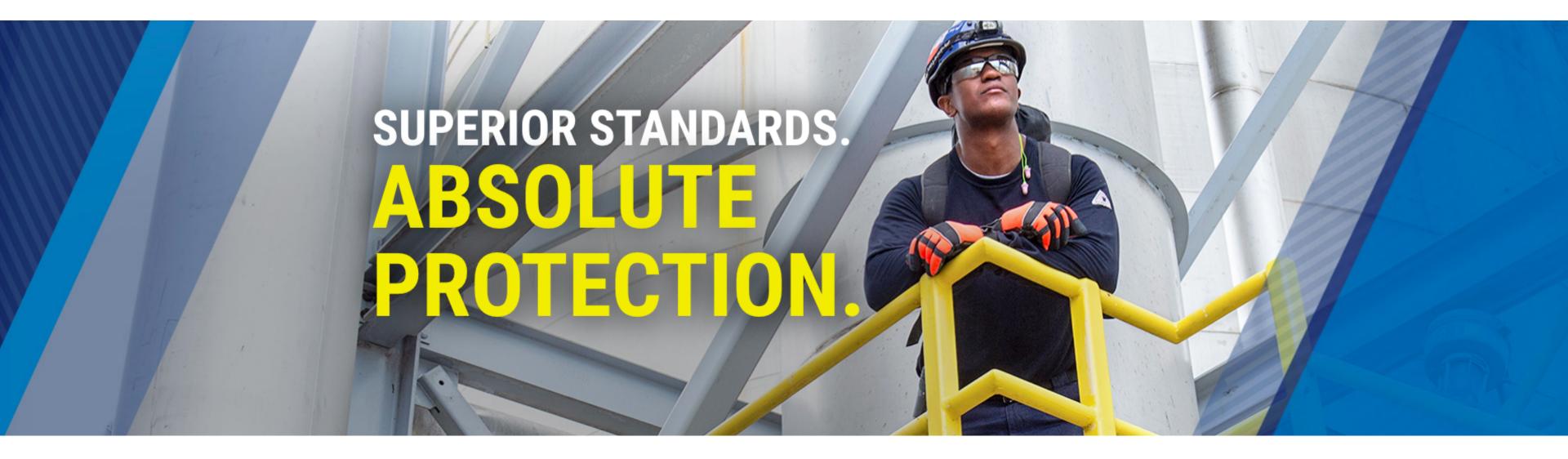
5 Strategy Implementer

06 Website Editor



NOTABLE WORK





BRAND DEVELOPMENT

Responsible for implementing marketing throughout all media channels

MARKETING STRATEGY

Tasked with creating full branding and bid packets for clients and company

GRAPHIC DESIGN

Lead creator of all graphics and training content



Tactical Safety Solutions Training Facility

- Confined space and high angle training facility
- Two-story industrial containers for safety and rescue simulations
- Team member in the design, creation, launch and implementation of training facility for clients and rescue professionals

OBJECTIVE

Design and build an entire campaign around the unveiling of the Tactical Training Facility.





MAILCHIMP

Communicated with customers and launched monthly mailers

ADOBE + MICROSOFT

Designed full brand elements in Photoshop and PowerPoint

WEBSITE + SOCIAL MEDIA

Maintained upkeep of company website and all social media



SUPERVISOR

- Led a team of associates to full campaign and rebranding of Florida Department of Citrus
- Our campaign consisted of designing and pitching artwork to be published in all major new publications for the year 2016.





DESIGN TEAM MEMBER

- MAVY is a national representative panel of online participants in a virtual community.
- Developed by The Agency's student team, MAVY captures millennial needs, interests and desires.





THE CLOSET DIME

350+ posts written since 2013

500+ Adobe and Canva designs

50+ creative campaigns completed



NOTABLE BRAND COLLABORATIONS







FOREVER 21

eva-nyc

FARMACY BEAUTY™
FARMACY



Ópalens





GET IN TOUCH

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