

# RACHEL SIMIEK



PORTFOLIO



# RACHEL SIMEK

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*



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# 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.



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01

Brand Manager

02

Marketing Expert

03

Social Media Specialist

# SKILLS AND ABILITIES



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# SKILLS AND ABILITIES

**04** Graphic Designer

**05** Strategy Implementer

**06** Website Editor







# NOTABLE WORK







**SUPERIOR STANDARDS.**  
**ABSOLUTE PROTECTION.**

## **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

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# ■ NOTABLE BRAND COLLABORATIONS

**Aveeno.**  
ACTIVE NATURALS.

THE *Bouqs*  
co.

KOPARI

FOREVER 21

eva·nyc

FARMACY BEAUTY™  
FARMACY

*B*  
Brilliant Bridal

Opalens



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# GET IN TOUCH

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