

Rachael Bailey

Media, Marketing, & Design

502-338-3857 — rachaelbailey.design@gmail.com — Hackettstown, NJ

rachaelbaileystudio.com/design



Education

2018 - Indiana University

*Bachelor of Fine Arts -
Drawing*

*Bachelor of Fine Arts -
Painting*

Minor in Art History

Expertise

- Proficient in Adobe Creative Suite
- Logo Design & Branding
- Typography
- Illustration
- Print & Digital Design
- Web Building & Design
- Marketing Strategy Development
- Content Creation
- Social Media Marketing
- Email Marketing
- Digital Advertising
- Search Engine Optimization
- Market Research & Analysis
- Brand Management
- Campaign Planning & Execution
- Analytics & Performance Tracking
- Ecommerce Utilization

Professional Summary

As a designer with an artistic background, I create dynamic and compelling visual content and effective marketing strategies. I possess a keen eye for design aesthetics and a strong understanding of brand identity. I am skilled across many genres in developing innovative marketing campaigns that drive engagement and enhance brand awareness.

Professional Experience

2021 - Present

Wooten Clayworks - Media & Communication Director, Gallery Manager

- Marketing & Social Media
- Event Scheduling & Planning
- Artist Coordinating, Communication, Scheduling, & Contracting
- Customer Service & Communication

2021 - Present

Mattar's Bistro & Lounge - General Manager

- Marketing & Social Media
- Event Scheduling & Planning
- Manage Staff & General Flow of the Restaurant
- Customer Service & Communication

2021 - Present

Rachael Bailey Studios - Owner

- Custom Branding Packages for Clients
- Marketing & Design Packages for Clients
- Website Design
- Custom Art Creation

2020-2021

HopeCAT - Artist in Residence, Social Media Manager

- Founded & Managed the Drawing & Painting Studio
- Taught Drawing & Painting Classes
- Assisted in Planning Events
- Head of Marketing & Social Media