




# RACHEL JOURDAN HAYE

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## BRAND DEVELOPMENT ♦ MARKETING & CREATIVE MANAGEMENT ♦ CONTENT GENERATION ♦ GRAPHIC DESIGN

As an accomplished brand developer, graphic designer, and marketing manager, I am looking for a position managing design and/or marketing. I have a strong work ethic, am always eager to learn, and possess a constant desire to grow. All of this makes for a fast-learning, professional, hard-worker who can be sat down, told what to do, and start delivering right away. My experience in the corporate world, as well as with creating and managing my own blog, has given me great opportunities to work solo and collaborate with teams. I work well at both macro and micro levels, and am always eager to learn and take on more responsibility.

### AREAS OF EXPERTISE

Branding & Rebranding ♦ Original Written Content ♦ Corporate Communication Design ♦ Project Management ♦ Strategic Planning ♦ Process & Data Analysis

### COMPUTER KNOWLEDGE

Adobe Photoshop, InDesign, Illustrator & Dreamweaver ♦ Microsoft Word & Powerpoint ♦ Windows & Mac OS ♦ Wordpress ♦ HubSpot ♦ Joomla

### WORK EXPERIENCE

#### COMMUNICATION & DESIGN MANAGER, LEGEND FITNESS (MAY 2016 TO PRESENT)

- ♦ Developed plan to better target contacts in database and properly assign contacts to salespeople.
- ♦ Wrote business case for creating a Legend Fitness apparel store, including cost and price breakdown, product suggestion, and time-to-profit analysis.
- ♦ Created monthly email marketing schedule, wrote email content, managed deployment, and analyzed send results. Website traffic from email campaigns increased 16% from 2017 to 2018.
- ♦ Completely redesigned the Legend Fitness print catalog, updating the layout and content.
- ♦ Wrote articles for the Legend Fitness blog and created coordinating graphics.
- ♦ Designed various ads for industry publications, including Training & Conditioning and Muscular Development.
- ♦ Established first Branding Guide for the company, establishing guidelines for Legend Fitness logo use, colors, and corporate fonts.
- ♦ Sourced iPads and stands for first ever Build-A-Cage Configurator kiosks for use at industry trade show. Also created graphics for kiosks.
- ♦ Updated various printed materials to better align with current brand identity.
- ♦ Created equipment mockups for the sales team and updated mockup templates to include equipment info, Legend Fitness logo, and color information.
- ♦ Photographed product and edited photos.
- ♦ Added new products to website and updated existing products when necessary.
- ♦ Oversaw winter 2015 semester intern, creating projects, managing timeline, and critiquing work as needed.
- ♦ Assisted with photographer acquisition, coordination, inspiration, and styling of photo and video shoots with figure competitor Carlene Steenekamp and IFBB Pro Whitney Jones.

#### CREATIVE MARKETING MANAGER, VISIONTEK PRODUCTS, LLC (MAY 2013 TO MAY 2016)

- ♦ Part of development team for the CryoVenom R9 290 graphics card, winner of the 2014 American Business Awards' Gold Stevie® in the "New Product or Service of the Year: Computer Hardware" category. Created all graphic elements for the card, including packaging, product photography, and promotional materials.
- ♦ Managed the design and maintenance of a new eCommerce website, generating \$50,000 additional revenue per year starting in 2014.
- ♦ Photographed product for website, sales collateral, retail catalogs, and advertising.
- ♦ Designed packaging and worked with production line to streamline packaging for numerous products to save time during packout.
- ♦ Evaluated new product, identifying target market and placement in product portfolio, as a member of the Product Development Team.
- ♦ Maintained social media presence and wrote press releases as needed.
- ♦ Designed sales literature, images for social media, and web-based promotional banners.
- ♦ Built the first corporate branding guide to ensure proper brand representation.
- ♦ Wrote and directed video content, serving as the on-camera personality, to showcase new product.

#### FREELANCE GRAPHIC DESIGNER, VARIOUS CLIENTS (MAY 2004 TO PRESENT)

- ♦ Created logo and business cards for Savannah Rae Beauty.
- ♦ Designed new brand identity for blogger Always on Q and refreshed website layout.
- ♦ Developed brand guidelines, website, sales literature, and trade show materials for Restoration Expert Panel.
- ♦ Redesigned business cards for Intelix USA, a plush toy company.
- ♦ Created a new logo for freelance magician "That is Totally Magic".
- ♦ Designed brand for Four-Eyed Fatshion blog, including a logo, custom social media icons, and social media identity.
- ♦ Created art for the Deerfield Police Department.

### **BLOGGER, SUBURBAN STYLE CHALLENGE (AUG 2011 TO MAY 2016)**

- ♦ Designed SSC brand, including logo, business cards, and social media imagery.
- ♦ Authored original, style-focused content.
- ♦ Developed and nurtured marketing relationships with various fashion brands for product reviews and event coverage.
- ♦ Photographed outfits, events, and product to present.
- ♦ Collaborated with photographers to create lookbooks showcasing outfits.
- ♦ Produced original DIY projects with step-by-step instructions and photographs.

### **FRANCHISE MARKETING MANAGER, DKI VENTURES (MAY 2006 TO MAY 2013)**

- ♦ Was the driving force behind a complete rebrand of the company in 2007.
- ♦ Created sales literature, newsletters, websites, and business cards for corporate, sales team, and DKI Ireland.
- ♦ Rebranded the Insights trade show, maintained website, and created show signage and literature.
- ♦ Designed initial DKI "Branded Member" logo and assisted in program development.
- ♦ Developed semi-customizable sales collateral and websites for DKI Franchisees and managed the DKI Marketing portal where items were available for purchase.
- ♦ Built corporate and franchisee branding guides.
- ♦ Assisted at various corporate events, including Insights, Marketing Strategy Retreats, and National Chapter Meetings.

### **ASSISTANT WEB DESIGNER, COLLECTIONS ETC. (JUNE 2004 TO MAY 2006)**

- ♦ Took over responsibilities of Head Web Designer during transition (Nov 2004 to Jan 2005).
- ♦ Created and implemented an email tier system, used for email promotion scheduling.
- ♦ Managed promotional email design, internal email previews, and email deployment setup.

### **INTERN, DONAHOE PUROHIT MILLER (JUN TO AUG 2003)**

- ♦ Redesigned and organized the employee handbook and other corporate literature.
- ♦ Worked with a team of two other interns to compile and design a digital media guide.
- ♦ Helped assemble information regarding competitors.

### **SALES TEAM LEAD ASSISTANT, AAA RADIO (SEPT TO DEC 2002 & SEPT TO OCT 2003)**

- ♦ Wrote sales orders and checked confirmation forms against orders to ensure radio spots were running correctly.
- ♦ Organized files and reworked filing system.
- ♦ Incorporated newly acquired radio station into existing sales literature.
- ♦ Organized a list of past and present customers to aid in promoting a monthly sales event.
- ♦ Returned to help things run smoothly while Sales Team Lead was in the hospital.

### **WEB DESIGNER, SIGMA DELTA TAU, ALPHA UPSILON (JAN 2002 TO MAY 2004)**

- ♦ Managed website design and maintenance.
- ♦ Designed T-shirts for numerous events.
- ♦ Developed theme, graphic elements, and promotional materials for the 2004 annual philanthropic event.

### **ADMIN ASSISTANT & GRAPHIC DESIGNER, DBR INDUSTRIES, INC. (JUN 2000 TO MAR 2006 & AS NEEDED)**

- ♦ Recorded orders and entered them into system for confirmation.
- ♦ Reorganized entire paper filing system, alphabetizing by customer name and sorting by most recent order.
- ♦ Designed initial web presence and wrote first customer-facing marketing language in 2000.
- ♦ Maintained website and coordinated various site redesigns, with most recent being in 2012.
- ♦ Redesigned company logo, business cards, stationary, and sales literature in 2004, updating the brand.

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## **PROFESSIONAL DEVELOPMENT**

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SHYFT Design & Innovation Summit 2017 & 2018 ♦ Knoxville Endeavor Summit 2016 ♦ Knoxville HubSpot User Group, Various Seminars, 2016 to Present  
Illinois Technology Association Reinvent & Reinvigorate: Building a Powerful Tech Brand, 2015 ♦ Joomla! User Group Chicago North, Various Seminars, 2014 to 2015  
Skillpath Seminars Conference for Women, 2008 ♦ American Management Association Time Management Course, 2006

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## **EDUCATION**

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### **BRADLEY UNIVERSITY (AUG 2001 TO MAY 2004)**

BS in Communications, Focus in Advertising, Minor in Marketing  
Dean's List, Spring 2003 ♦ BU Media Society, 2001 to 2002 ♦ Sigma Delta Tau, Spring 2001 to 2004

### **UNIVERSITY OF IOWA (AUG 2000 TO MAY 2001)**

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That's all.