

Rachel Vachon

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Visionary Creative Professional: Content Creator & Graphic Designer

Strategically minded, detail-oriented, and analytically creative Content Creator and Graphic Designer with a robust background in writing, content development, marketing, and graphic design. Ability to blend unique content creation skills to enhance messaging, brand consistency, and visual impact. Proficient in Adobe Creative Cloud, content management, and storytelling, with extensive experience in creating engaging digital and print media. Proven ability to lead projects and teams in fast-paced environments, ensuring brand consistency across all marketing communications.

Professional Skills

Adobe Creative Cloud • AP Style • Basic SEO • Blogging • Branding • Content Creation • Copy Editing • Graphic Design • HubSpot • Magazine Writing • Photography • Social Media • Storytelling • Vendor Management • Web Writing • Webinars • WordPress • Layout Design • Typography • Illustration • Color Theory

Professional Experience

- **Freelance Legal Content Writer | Blue Seven Content | Remote | 2024-Present**
 - **Content Writing:** Wrote approximately 10,000 words per week in legal practice area pages and blog posts.
 - **SEO:** Ensured all content was optimized for SEO and followed all linking and style guide practices per client preferences.
 - **Research:** Conducted research to inform and support content, cited all credible sources and relevant statutes, and translated complex topics into easy-to-understand content that resonates with clients.
- **Graphic Designer | Wake Tech Community College | Raleigh, NC | 2024-Present**
 - **Graphic Design:** Designed and produced creative assets for print and digital content to support the college's communications and marketing efforts and reinforce brand identity.
 - **Email Marketing:** Collaborated on design and content of monthly and weekly email newsletters, and monitored performance analytics, ensuring consistent brand identity, quality, tone of voice, and engagement.
 - **Asset Preparation:** Ensured proper packaging of assets for print and digital output, as well as executed and mounted large-format print requests.
- **Creative Manager | Project Kitty Hawk | Remote, NC | 2022-2024**
 - **Brand Development:** Spearheaded the creation and maintenance of internal brand integrity, developing comprehensive branding guidelines and visual assets that align with strategic goals.
 - **Project Leadership:** Managed cross-functional teams and external stakeholders to ensure cohesive creative iterations and outputs, achieving project goals within established timelines.
 - **Vendor Relations:** Managed relationships with external brand partners and vendors, optimizing collaboration and ensuring quality of all contracted services.
 - **Design Excellence:** Led the design and production of both print and digital marketing and presentation materials, enhancing brand visibility and engagement across multiple platforms.
- **Marketing Coordinator | Avison Young | Raleigh, NC | 2021-2022**
 - **Campaign Execution:** Designed and produced key marketing collateral, including booklets, brochures, and email campaigns, significantly boosting campaign reach and engagement.
 - **Collaborative Initiatives:** Worked closely with the marketing and research teams to execute comprehensive marketing campaigns and events, leveraging market analysis to drive decisions.
 - **Content Management:** Developed and managed content across various platforms, utilizing HubSpot CRM to maintain database, enhance lead generation efforts, and support email marketing efforts.
 - **Contract Preparation:** Assisted in the preparation, editing, and proofreading of business correspondence, agreements, and contracts, ensuring accuracy and professionalism.
- **Legal/Policy Assistant | NCSBA | Raleigh, NC | 2016-2021**
 - **Content Development:** Designed, wrote, and edited copy for digital and print marketing materials to increase visibility of programs and events.
 - **Administrative Tasks:** Executed administrative duties with proficiency, supporting organizational functions.
- **Freelance Writer and Blogger | Various Publications | 2010-2019**
 - **Content Creation:** Produced feature stories and engaging content across multiple formats, including social media, web, and print, driving increased readership and engagement.
 - **Media Relations:** Established relationships with subject matter experts and elevated brand presence.
 - **Event Coverage:** Attended events as needed to report, interview, and photograph activities for articles and blog content.

- **Sales Associate | Dressbarn | Raleigh, NC | 2015-2016**
 - **Customer Relationship Management:** Established rapport and effectively resolved customer inquiries and issues.
 - **Visual Merchandising:** Collaborated with supervisors and co-workers to restock merchandise and enhance store visual appeal, contributing to a better shopping experience.
- **Administrative Coordinator | The Summit | Fort Wayne, IN | 2013-2015**
 - **Content Development:** Crafted marketing collaterals, press releases, and web content, enhancing brand visibility.
 - **Social Media Management:** Generated and managed content for social media platforms, increasing engagement and follower count.
 - **Event Coordination:** Provided administrative and hospitality support for various initiatives and events, improving customer experience.
 - **Relationship Building:** Fostered relationships among business members to promote a collaborative environment.
- **Student Staff | Taylor University Marketing | Upland, IN | 2012-2013**
 - **Copyediting:** Proofread and copyedited content for web and print.
 - **Copywriting:** Wrote content for the website and the prospective student magazine The Loop.
- **Editor | The Echo, Taylor University's Weekly Paper | Upland, IN | 2011-2013**
 - **Editorial Leadership:** Supervised writers, pitched story ideas, and ensured the quality of content across all sections.
 - **Design Collaboration:** Worked closely with graphic designers to enhance layout and aesthetic, improving reader engagement.
 - **Team Development:** Led and mentored a team of staff writers and designers, focusing on skill enhancement and professional growth.
- **Features Intern | The News-Sentinel | Fort Wayne, IN | Summer 2012**
 - **Article Writing:** Conducted interviews, researched, and wrote compelling feature articles for weekly publication.

Education

- **Bachelor of Arts in Journalism/Media Writing** | Taylor University | Upland, IN | 2010-2013
- **Associate of Applied Science in Advertising & Graphic Design** | Wake Tech Community College | Raleigh, NC | 2019-2022