



CONTACT

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EXPERTISE

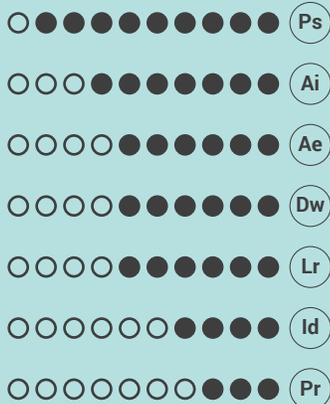
Photography	HTML/CSS
Photo Editing	Video Editing
Graphic Design	Animation
Web Design	Organization
Layout Design	Attention to Detail

EDUCATION

FRANCISCAN UNIVERSITY
 OF STEUBENVILLE
 Steubenville, OH
 Bachelor of Arts
 Communication Arts - Multimedia

UNIVERSITY OF MARYLAND
 BALTIMORE COUNTY
 Baltimore, MD
 Earned 30 Credits
 Graphic Design & Photography

SOFTWARE



PROFILE

Rachel Baldwin is a recent graduate of Franciscan University of Steubenville with a major in Communication Arts and a concentration in multimedia. She has worked as a production assistant for Henderson Creative ® and as the communications assistant for the Franciscan University admissions department.

Rachel is organized, logical, and detail-oriented. She is passionate about beauty in all forms, striving to create innovative and fresh designs that are both aesthetically pleasing and thought-provoking. She is driven and hard working, efficient and accustomed to working under strict deadlines. She has exceptional collaborative and interpersonal relationship skills, well-developed written and verbal communication abilities, and is a dynamic team player.

EXPERIENCE

Admissions Communications Assistant

Franciscan University - Steubenville, OH - Sept. 2015 to May 2016

Design marketing materials for the University's admissions department. Design posters to be displayed in high school guidance offices. Design printed materials for potential and future students. Organize information and conceptualizing effective designs. Design content for email marketing. Work independently on projects assigned by superior. Present designs and ideas to superiors for feedback.

Production Assistant

Henderson Creative ® - Baltimore, MD - May 2015 to August 2015

Assist with the production of the awards video presentation for the AHCA/NCAL 67th Annual Convention & Expo. Maintain a database of all of the award winners and facilities. Carry out email and phone communication with facilities regarding their awards and submissions for the presentation. Organize photo, logo, and permission form submissions. Select photos for use in presentation. Edit copy. Create power point presentation of the awards and winners. Witness and experience the creative process of talented professionals with over 25 years of experience. Work in a close and personal environment with the company's owners, which provides opportunities to learn directly from them, ask thoughtful questions, and be trained directly.

Layout Designer

San Damiano Yearbook - Steubenville, OH - Sept. 2013 to May 2015

Create designs, concepts, and layouts based on knowledge of layout principles and aesthetic design concepts. Determine size and arrangement of illustrative material and copy, and select style and size of type. Review final layouts and suggest improvements as needed. Used InDesign to create layouts. Maintain archive of images, photos, or previous work products.

Marketing Assistant & Photographer

Chesapeake Island Outfitters - Baltimore, MD - May 2015 to August 2015

Capture and edit product shots for use on website and in social media marketing. Create images and captions for social media. Set up, photograph, and edit still life product shots.

Photographer

2009-Present

Take pictures of individuals, families, and small groups, either in studio or on location. Adjust apertures, shutter speeds, and camera focus based on a combination of factors such as lighting, field depth, subject motion, film type, and film speed. Enhance, retouch, and resize photographs and negatives, using airbrushing and other techniques.