

# RACHEL GOERKE

Creative Designer

## Contact

(516) 450-8130  
rgoerke@udel.edu  
www.rachelgoerke.com  
linkedin.com/in/rachelgoerke/

## Education

BFA/ Visual Communications  
Minor/ Fashion History and  
Culture

University of Delaware 2021  
Dean's List: 3.67 GPA

Summer Fellowship  
University of Delaware 2020

High School  
Plainview- Old Bethpage JFK  
Class of 2017

## Skills

InDesign, Lightroom,  
Photoshop, Premiere Pro, XD,  
Procreate, Sketch, iMovie,  
writing, painting, illustration,  
photography, typography,  
collage, sculpture, videography,  
interior decorating, sewing,  
ceramics, 2D animation

## Professional Experience

Social Media Account Manager/ Designer's North Carpet  
June 2021- Present

- Establishing the visual language for the trade showroom's social media accounts while increasing followers by 30% in one month
- Styling product photos at the showroom and organizing content
- Communicating with designers and clients across multiple platforms

Design and Sales Intern/ TGI Greek  
Remote March 2021- Present

- Graphic design team member creating 40+ thematic mobile wallpapers a month and attending social media and sales weekly meetings to share in engagement ideas for this custom clothing company

Design Intern/ Think It Done  
Remote May- August 2020

- Created visuals for use in customer-facing presentations, meaningful icons, interactive logos, social media mock-ups, branding books
- Audited skill share workshops and debriefed with design lead and cofounders while learning to problem solve in real time

Muralist Intern/ Imagine ELC  
Holtsville, NY May- June 2019

- Painted an interactive mural of butterfly wings inspired by "The Very Hungry Caterpillar" and window art of other children's book characters

Sales Associate/ Urban Outfitters  
Huntington, NY 2017-2020

- Creating excellent service experiences with 30+ customers per shift and communicating with management and coworkers to ensure an inclusive and creative culture

## Leadership

Art Director/ VC Book  
UD 2021

- Collaborated on photo shoots and layout designs for the senior visual communications book

Photo/ Layout Team/ UDress Magazine  
UD 2018-Present

- Photographed student models and created immersive editorial layout spreads for fall/ spring issues

Photography Chair/ Alpha Phi Fraternity  
UD 2019-2020

- Photographed sisters at events and planned photo shoots for the marketing team to use on social media

Advertising Representative/ The Circle of Sisterhood  
UD 2018-2019

- Communicated with Panhellenic chapter representatives, planned and completed a photo shoots