

Compliance & Performance Resume

PROFESSIONAL SUMMARY

Rachel Gates is a creative and detail-oriented Junior Brand Designer with experience supporting branding, graphic design, website content, social media marketing, and digital communications initiatives. She collaborates with internal teams and clients to develop visually engaging marketing materials that align with organizational goals and brand standards. Rachel has experience creating digital and print collateral, supporting website projects, managing creative assets, and assisting with content development across multiple platforms. She is skilled in Adobe Creative Cloud, WordPress, Canva, and social media management tools, with a strong focus on quality, consistency, and effective visual communication. Rachel supports public sector, nonprofit, education, healthcare, and commercial clients through the development of professional marketing and branding solutions.

CORE COMPETENCIES

- Graphic design and visual communications
- Creative services support for regulated environments
- Print and digital asset production
- Branding and layout execution
- Documentation and file management
- Stakeholder collaboration
- Customer facing communications

PROFESSIONAL EXPERIENCE

Junior Brand & Social Media Designer

Cassus Media LLC

June 15, 2025 to Present

Key responsibilities and achievements:

- Develop graphic design assets for social media, websites, marketing campaigns, and print materials
- Support the creation and maintenance of client branding, visual standards, and marketing collateral
- Assist with content formatting, layout design, and creative asset production
- Coordinate design revisions and updates based on client feedback and project requirements
- Prepare digital assets for publication across websites, social media platforms, and email marketing campaigns
- Maintain organized project files, creative assets, and documentation to support team workflows
- Conduct quality assurance reviews to ensure accuracy, consistency, and adherence to brand standards
- Support website content updates, image optimization, and visual enhancements
- Assist with data entry, content migration, and administrative support functions related to marketing projects
- Collaborate with internal team members to meet project deadlines and deliverables

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- Support nonprofit, government, healthcare, education, and commercial clients through effective visual communication
- Contribute to ongoing marketing initiatives through creative design, content organization, and project support

EDUCATION

Specialized Associate Degree in Graphic Arts
South Hills School of Business & Technology
State College, Pennsylvania
May 2025

Areas of concentration include typography, web design, logo design, packaging, publication design, advertising design, document and print material design, and color theory.

CERTIFICATIONS AND TRAINING

Professional Training in Adobe Creative Cloud Apps including Photoshop, Illustrator, and InDesign
Training in Graphic Design Principles, Brand Development, Typography, and Visual Communications
Training in Website Design, Content Management Systems, and Digital User Experience Fundamentals
Training in Social Media Marketing, Digital Content Production, and Multimedia Communications

TOOLS AND SYSTEMS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat Pro), Canva Pro, WordPress Content Management System, Divi Website Builder, Meta Business Suite, ClickUp Project Management Platform, Microsoft Office 365, Google Workspace, Mailchimp, Constant Contact, Digital Asset Management Systems, Cloud-Based Collaboration Platforms, Social Media Management Tools, Content Publishing Platforms, Website Content Management Systems, Digital File Organization & Version Control Systems