

Rachel McCue

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## SUMMARY

Spirited creative professional with dynamic skills in visual design and written communication. My contributions start at ideation. What is the purpose? What is the main takeaway? Form must always follow function. I balance my ambition with a dose of reality to produce my best work, with the resources available, and within the time allotted. I'm a self-starter, Google enthusiast, and a positive team player always looking to learn more and add fresh perspective.

## EDUCATION

### **BFA Graphic Design**

Virginia Commonwealth University | Richmond, VA

Magna Cum Laude

Dean's Scholarship 2009–2013

Summer 2012 Abroad in Florence, Italy

## PROFESSIONAL EXPERIENCE

### **Owens & Minor** | Richmond, VA

Graphic Designer / Communications Specialist

2014–present

Contribute design and writing skills to support internal clients at a global FORTUNE 500 company.

- Design print and digital collateral, including advertisements, executive presentations, marketing materials, and event branding
- Draft company-wide business communications, press releases and other various articles for internal and/or external audiences.
- Manage projects from concept to execution, and then to production and distribution
- Currently serving as creative lead for an intranet redesign project
- Act as a liaison with outside vendors, such as printers and creative freelancers

### **Secretary for Owens & Minor Young Professional Alliance**

2016

Serve as one of five officers promoting engagement between generations within the workplace.

### **Virginia Lottery** | Richmond, VA

Communications Assistant

2011–2014

Roles included designing web and print ads; writing news releases and internal articles for agency's intranet; customer service via phone, email and mail; assisting with web content management (Sitecore); organizing event materials; and interviewing winners.

- Designed Annual Report FY 2013

### **Special Events Associate**

2013–2014

Attended events around the Commonwealth to promote games and the Lottery.

### **Housing Opportunities Made Equal of Virginia** | Richmond, VA

Graphic Designer

2011

Worked closely with the manager of strategic communications to tackle a redesign of all marketing materials. Designed brochures, banners and education booklets.

### **Events Coordinator Assistant**

2010–2011

Archived, assisted with mailings, updated Blackbaud and Constant Contact, designed marketing materials and made fundraising phone calls.