

# Rachel Russell

MULTIMEDIA DESIGNER

## *Contact*

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## *Interests*

- Cinema & TV
- Technology trends
- Photography
- Cooking
- Motor sport
- Interior design
- Travel

## *Software Skills*

- Indesign
- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- HTML & CSS
- Mailchimp
- Hubspot
- Eloqua
- Google Analytics
- Wordpress
- Umbraco

## *Notable Brands*

- BMW & Mini
- Mercedes-Benz
- MOPAR
- Vauxhall
- Ford
- Sitecore
- Cisco
- Adobe
- Worldpay
- Siemens Gamesa
- Amadeus
- ACI Worldwide

## *Professional Summary*

I am an extremely motivated, passionate and creatively driven individual. With over 6 years experience working across brand, digital, print motion and a multitude of other disciplines.

I am very technically and data driven, which encourages me to constantly evolve my skills and keep up with current trends and methods of design.

I work very well under pressure in both in-house and agency environment. I believe my value comes from the ability to strategise and research and manipulate that into successful creative outputs.

With a passion born from film and cinema, built into a target driven and innovative multimedia designer.

## *Education and Qualifications*

University of Winchester  
BA(Hons) Media Production  
Secondary upper class honours degree (2:1)

## *Key Skills*

I am a professional creative multimedia designer with a skillset that ranges from digital design to motion.

Looking after the production, creative direction and execution of video and photography shoots.

A specialist in B2B marketing and design, with a focus on automotive, fintech and technology companies. I have worked with both large heritage brands with strict brand guidelines, to small start-ups and trade business launches.

Utilising analytics to effect improvements, report on successes and act on split A/B and multivariate data.

I am always on the lookout to increase my responsibility not only on a personal level but within a team.

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## *Work Experience*

### **Freelance Multimedia Designer**

Self Employed - 2021 - Present

Through my time as a freelancer I have had the opportunity to work on a variety of projects. A key focus is working on brand identity for small start ups and businesses that are in a re-brand. Creative direction, working with key stakeholders to ensure the success and advancement of the businesses through design. Additionally working as an extension to both in house creative teams and creative agencies to help them reach their goals. Additionally, I look after the digital management for some recurring clients, including updating websites, both CMS and HTML built, social media channels and database handling for eDM distribution.

### **Digital and Motion Graphics Designer**

Prism Create Aug 2021 - Feb 2023

My role at Prism create had a full breadth of tasks. From the creation, pitch and production of high level motion graphics videos. Working directly with clients to manage accounts and projects. Organise and produce photo shoots, video shoots and events. Manage all of the aspects of motion design within the company, including liaising with freelancers and junior members of staff. Assisting the development team for digital projects by testing websites, building emails and managing segmented databases and automated flows.

### **Multimedia Designer**

OEConnection LTD - Apr 2018 - Aug 2021

Using the full adobe suite to create a wide variety of content for digital, print, web and social media. Looking after the in-house production team for videography and photography. On location shoots for client photography and videography, leading the creative direction and production. Animation design and storyboard, production and distribution. Data handling for large clients and ensuring GDPR compliance. Managing the design, build and distribution of eDMs to large databases.

### **Junior Designer**

Bluegrasscoms LTD - Jan 2017 - Apr 2018

My role as junior designer was to create and design daily communications. Manage in-house and internal content. To create social media proposals, management and content. The creation and distribution of client HTML newsletters. Creating animated GIFs to be used for social, emails and web.

### **Marketing Account Executive**

Bluegrasscoms LTD - Sep 2016 - Dec 2016

In my role as marketing account executive I had to co-ordinate marketing communications for several notable automotive brands. Liaise with clients and design team to produce and brief creative ideas. Organise events and campaign meetings.

*References available upon request*