

Rachel Nelson

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Objective: A senior college student majoring in communications, advertising with a creative portfolio seeking a position as a marketing intern.

Qualifications

- Developed proficient skills in Adobe Photoshop, Illustrator, and Dreamweaver in digital communications courses and portfolio building
- Refined a unique style and voice in graphic design while still maintaining the requirements from a client or assignment
- Have a keen eye for detail through website building, graphics rendering, and client work
- Consistently works in collaborative efforts with a team throughout working in retail and school group projects
- Developed extensive researching and presentation building skills from working with clients and creating a digital map

Relevant Experience

PRactical ADVantage Communications | California State University, Fullerton

Content Creation | May 2024 – July 2024

- Collaborated with a team to establish a cohesive theme and aesthetic for client's social media and ad campaign
- Developed content in the forms of social media posts and flyers to promote client's historical museum
- Photographed and edited photos of subject of advertisement and team headshots

TJ Maxx | Eastvale, CA

Part-time Associate | December 2020 – March 2024

- Trained incoming employees in clothing department operations
- Organized and charted clothing department to increase customer consumption and flow of items
- Boosted quota for store credit card sign-ups by engaging customers with benefits
- Assisted customers with finding products within and outside of the store and making recommendations for alternatives

Networked OC | Fullerton, CA

Researcher | September 2022 – November 2022

- Collaborated in creating a digital map of Black-owned businesses in Orange County
- Gained engaging interviewing skills by surveying local businesses
- Compiled data from primary and archival research into a digital map

Education

California State University, Fullerton

B.A. in Communications, Advertising | Minor in Anthropology | May 2025