

# Rachel S. Bobbitt



## Contact

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rachelbobbitt.com

## Software

### Adobe Suite:

Photoshop  
Illustrator  
InDesign  
Muse  
Audition  
Premiere Pro

### Microsoft Suite:

Word  
Excel  
Powerpoint  
Outlook

### Final Cut Pro

## Work Experience

### Marketing Consultant

December 2019-Present

- Creating marketing materials: brochures, flyers, mailers, email templates, video graphics, web site and social media graphics.
- Website design from conception through delivery.
- Video production from shooting, editing, graphics and final delivery
- Photography: business events, professional headshots, natural environment, real estate, family, senior, newborn, engagements and wedding.

### Marketing Director

October 2018-Present

Daniel F. Kelleher Auctions

- Manage all marketing strategies and implementing plans to include website design and maintenance, auction catalog production, advertising, social media outlets, SQC publications, eblasts, brochures, etc.
- Implement a new plan for imaging and storage for use in all marketing venues and assist with imaging as needed.
- Oversee operations of each auction
- Client Database management
- Attend trade shows and industry events as envoy and customer service representative as needed.

### Communications & Multimedia Specialist

July 2012-September 2018

Northwest ISD

- Oversee all print publications and multimedia development. Including website maintenance and content creation.
- Strategic planning for public relations goals as well as media relations
- District level event coordination, planning and execution.
- District photographer, videographer, production management, story development.

### Communications Manager

September 2009-July 2012

Southwestern Assemblies of God University

- Print collateral planning, development and design from conception to completion
- Strategic planning for university level marketing as well as departmental support.
- Photoshoot and videoshoot production and coordination of collateral with will correspond with events.
- Management of in-house graphic artist and all marketing events.

### Communications Coordinator

May 2007-September 2009

Neighborhood Credit Union

- Website and print media management and design.
- Supervision of college marketing efforts, events and strategic planning.
- Photoshoot and videoshoot production and coordination of collateral with will correspond with events.
- Office management assisting supervisor.

## Education

### Bachelor of Science in Communications Studies

Evangel University  
Minor: Social Sciences  
Communications GPA 3.7

August 2004-2007

### Master of Arts

Southwestern Assemblies of God University  
Emphasis: Education  
Complete GPA: 3.9

January 2010-April 2012