



(607)426-8969

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rachaelbisbo.com

A creative and analytical designer who approaches each new challenge with inventive problem-solving, simple design solutions and a good dose of humor.

Skills

Web Design
Graphic Design
Mobile Optimization
eCommerce
Email Marketing
Project Management
SEO/SEM
UX Design
Information Architecture
Creative Strategy
Digital Marketing

Software

Illustrator
Photoshop
Fireworks
InDesign
Dreamweaver
HTML/CSS/PHP
JavaScript/JQuery
Cinema 4D
Scene7
ExactTarget
BaseCamp
Microsoft Project
Google Analytics

Experience

Raymour & Flanigan, Syracuse, NY

Multi-Media Web Designer: Jan. 2014 - Nov. 2015

Translated company goals and business initiatives into cohesive brand-focused cross-channel campaigns. Designed and built promotions and editorial content for ecommerce site, email blasts, digital ads, and social media platforms. Helped to increase web promotional based revenue, making ecommerce the top performing store in the company since June 2014.

Managed numerous new initiative projects with an acute attention to detail in a constantly changing retail environment. Redesigned several portions of the ecommerce site to be responsive and more user-friendly as well as completely revamping email design, development and strategy to focus on mobile and current trends. Increased mobile engagement to over 400,000 active users.

Magnani Caruso Dutton, New York, NY

Jr. Associate Producer: Jun. 2013 - Aug. 2013

Effectively managed resources, client communications, 100K+ budgets and all documentation for projects including landing pages, micro sites, display ads and mobile applications. Worked with small agile multifaceted teams and handled all direct contact with clients, such as Discover Financial Services, to ensure that projects were both on time and within the defined budget. Briefly stepped-in to manage internal project resources during Resource Manager's absence.

College Activities Board, Rochester, NY

Staff Artist: Apr. 2010 - May 2013

Created brand identities for hundreds of acts and events. Designed digital and print advertisements that were displayed campus-wide. Worked with a team to plan, organize and market events to engage students and the local community.

Freelance Designer and Developer, Elmira, NY

May 2011 - Jan. 2013

Designed logos and promotional items, such as business cards, banners, flyers, t-shirts, etc., for independent businesses and local organizations. Developed and maintained client portfolios, business needs and ecommerce websites.

Education

Rochester Institute of Technology, Rochester, NY

B.S. in Media Arts and Technology - May 2013

Minors: Advertising and PR | Digital Business

Concentrations: Content Management | Advertising & Media Strategy