



RACHEL DEGLER


GRAPHIC DESIGNER | GO-GETTER

TELLING MEMORABLE STORIES
THROUGH CREATIVE DESIGN

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 Lancaster, PA

Education

BACHELORS OF FINE ART
PA College of Art & Design
2001-2006

Core Strengths

RESOURCEFUL

I've become adept at finding alternative solutions when unexpected issues arise. I will find a way to 'get it done' within deadline.

NATURAL MEDIATOR

My ability to read people and know how to effectively respond has been priceless when working directly with clients and team members to mitigate conflicts.

CURIOS LEARNER

I've accumulated my vast skill set through the 1000s of projects that I've worked on. Each new project is an opportunity to make a difference and acquire a new skill.

Languages

English (fluent)

Spanish (high intermediate)

References

Available upon request.

Summary

Creative story teller with 20+ years of experience spanning across print, digital & web design, client management, marketing, values-based B2C sales, and empathetic leadership with a knack for creating thought-provoking and inspirational messages to the digital world. Phasing out of business ownership, I am looking for a senior role in the creative space where my entrepreneurial spirit is an asset. Vivacious and authentic, I thrive on telling the story of a brand that connects with the audience on a meaningful level.

Career Highlights

FREELANCE GRAPHIC DESIGNER

RAD design - Lancaster, PA

2004 to Present

- Expertly utilize Adobe Creative Suite to create stunning visuals, company branding and illustration concepts in fast-paced environments.
- Craft responsive websites with proficiency using HTML, CSS, and Wordpress.
- Strategically develop and implement digital marketing campaigns for social media and email.
- Retouch images to enhance appeal.
- Produce a wide range of marketing and collateral materials (print & digital).
- Oversee print production, including pre-flighting files, managing file transfers via FTP, color proofing, and approving final layouts for magazine publishing.
- Ensure the accuracy and quality of all design work through meticulous quality checks.
- Film and edit engaging promotional videos for small businesses.

GRAPHIC DESIGNER & MARKETING SPECIALIST

Studio Spin, LLC - Lancaster, PA

July 2013 to August 2024

- Developed and managed meaningful marketing campaigns that resonated with our audience.
- Authored thought-provoking and inspirational copy for email newsletters with a 60% average open rate, social media, digital ads and blog posts.
- Designed and maintained the responsive and user-friendly website using Wordpress.
- Analyzed SEO, Google Analytics and Meta Ad metrics to ensure the studio remains relevant.
- Successfully attracted new clients through values-based lead magnets and segmented follow-up automations.
- Tracked lead conversions and nurtured current clients utilizing CRMs.
- Improved the sales strategy to increase lead to client conversion to 50% (Industry average is 25%).
- Supervised and motivated a team of 9-10 employees, ensuring exceptional client experiences.
- Organized and hosted social events and fundraisers that raised over \$10k for local and regional non-profit organizations.

MULTIMEDIA DEVELOPER

GP Strategies - Pottstown, PA

2012 to 2013

- Engineered highly-interactive e-learning modules using Flash and Articulate Storyline for major clients including Comcast and Valspar.
- Provided voice recordings for beta stages of project development.
- Created dynamic animated videos utilizing ActionScript 2.0 in Flash, delivering engaging content for various projects.

Personal Projects & Volunteer

North Star Initiative - Lancaster, PA

2022 to Present

Provide support for and teach extracurricular activities to sex trafficked survivors in a faith-based, supportive environment. Volunteer at fundraising events.