

Rachel Paprocki

4044 Woodland Creek Dr. #302

Kentwood, MI 49512

Rachel.Paprocki@gmail.com

231.750.6016

WORK EXPERIENCE

MEIJER INC.

Web Designer/Developer *2010-Present*

- Maintained 70 permanent web pages
- Designed event landing pages, search results pages and keyword search banners with target customer needs in mind
- Created digital media assets and gained approval from vendors, marketing, merchandising, and leadership
- Assisted with style guide creation, maintained standards, and incorporated partner brand requirements as necessary
- Versed in browsers, device and client compatibility including Firefox, Chrome, Internet Explorer, and Safari
- Managed and organized stock photo library for ease of use

REID ENTITIES

Graphic Designer/Web Specialist *2006-2009*

- Developed and managed social network, and assisted with web efforts including online micro sites and advertisements
- Designed various marketing materials for Reid Safety, Professional Parts Warehouse, Reid GSA, and Reid Supply
- Managed photo database and photographed over 2,900 industrial components for 60th Anniversary catalog
- Assisted in building numerous publications ranging from seasonal supplements to 800+ page full product catalogs

WESCO INC.

Internship *2006*

- Created vinyl graphics, newsletters, and large format signage

FREELANCE

Website & Graphic Design

- Red 5 IT: website, business cards, direct mail, and sell sheets
- The Culinary Institute of Michigan: logo and wine label design
- Muskegon Yoga: website, logo, water bottle and business card design, and photography
- One of a Kind Cycle: website, logo, and business cards
- Muskegon Beerfest: t-shirt design and event signage
- Mia & Grace: website, business cards, and photography
- Be Alive & Well: website, business cards, and photography

ABILITIES

- Adobe CS5 including: Photoshop, Illustrator, Dreamweaver & Bridge
- Adobe CS3 Flash
- CMS-Content Management Systems
- Quark Xpress
- Acrobat Pro
- Adobe LiveCycle Designer
- HTML, XML & CSS
- W3C Standards
- Sony Vegas
- Camtasia
- Microsoft Office including: Word, Excel, & PowerPoint

SPECIALTIES

- Website Design
- Graphic Design
- Web Banners
- Micro Sites
- Branding
- Brochures
- Business Cards
- Direct Mail
- Large Format Signage
- Vinyl Graphics
- Catalogs

EDUCATION

BAKER COLLEGE of MUSKEGON

2003-2007

Degree:
Bachelor of Business

Major:
Graphic Communication

Minor:
Web Design and Marketing

Graduated:
Summa Cum Laude