



RACHEL MILLER

rachelm2@illinois.edu | rachelmaemiller.com

EDUCATION:

University of Illinois at Urbana-Champaign | May 2020

- College of Media: B.S. Advertising with a minor in Latino/Latina Studies

EXPERIENCE:

Freelance Photographer, Vaxcel Int. | July 2020 - present

- Photographed 3 outdoor lighting fixtures during the day, golden hour, and blue hour
- Edited 150 photos for use in marketing materials, website displays, and retail ordering

Creative & Art Director, Eureka! | Champaign, Illinois | October 2019 - December 2019

- Planned, executed, and designed a campaign which included outdoor advertising, events, video and social media elements with a singular creative concept for a local nonprofit as part of a senior capstone project

Social Media Marketing Intern, StudioNorth | North Chicago, Illinois | June 2018 & 2019 - August 2018 & 2019

- Wrote copy for and shared relevant industry articles for 14 weekly posts for an internal Twitter account
- Planned, scheduled, posted, and restacked over 300 organic & paid social posts for 3 client channels on Facebook, Twitter, LinkedIn, and Spiceworks
- Live tweeted and replied on Twitter during company conferences and live streams
- Coded links embedded in social media to track and report engagement for 3 clients channels
- Researched direct competitors social media cadence and content to integrate in new client pitches

Visual Communications Intern, Family Resiliency Center | Urbana, Illinois | August 2018 - December 2018

- Designed graphics & created copy for over 5 company events, the 2018 annual report, and ongoing research programs
- Executed 9 engaging, visually appealing lesson plans for the Sprouts: Growing Health Habits program
- Photographed 10 researchers, promotional material, and updated building pictures for marketing use

Creator of addictedtogoodeats Instagram | December 2015 - present

- Curate, edit and post all 200+ Instagram photos from different restaurant visits in over 15 countries and 20 cities
- Manage and interact with 1,000+ followers and their comments

VOLUNTEER & OTHER EXPERIENCE:

Brand Ambassador, Nordic Beach Apparel (August 2019 - June 2020)

Creative Concepts I & II – Portfolio Building Class (August 2019 - May 2020)

Public Relations Chair, Alpha Delta Pi (Sigma Chapter) (November 2017 - December 2018)

Brand Marketing Intern, Tiesta Tea (May 2018 - August 2018)

Art Director, On the House (AAF Illinois) (September 2017- May 2018)

Social Media Manager, University of Illinois Spoon University (December 2016 - August 2018)

Bilingual Classroom Volunteer, International Preparatory Academy (September 2016 - December 2016)

AWARDS:

Senior 100 Honorary | University of Illinois Student Alumni Association

- Awarded to the top 100 seniors of each graduating class with high academics, involvement, and service on campus

Dean's List | Spring 2017 & 2020

- Awarded to the top 20% of students with the highest GPA's in each college

SKILLS & INTERESTS:

Creative | Adobe Creative Suite, Digital & Film Photography, Creative Writing, Social Content Creation

Technical | Social Media Analytics, Sprout Social, Spredfast Certified, Twitter Flight School Certified, Microsoft Office Suite

Languages | Fluent in speaking, reading, and writing Spanish | Beginning speaking and reading Italian

Interests | Al dente pasta, Instagram feed curation, food photography, Chicago, music festivals, Travis Scott, going viral on Tik Tok, traveling (15+ countries and counting), and the artwork of Banksy, Georgia O'keeffe, & Frida Khalo