
RACHAEL GONIU

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EXPERIENCE

CONTRACT GRAPHIC DESIGNER, EVERSPRING PARTNERS – 2022-PRESENT

- Designing a diverse range of content pieces, including organic and paid social media posts, digital and print ads, ebooks, infographics, emails, and landing pages, to effectively promote online graduate programs for prestigious universities (such as Northwestern University, Yeshiva University, Tulane University, and University of Kansas)
- Conducting extensive research on each university's style guides and previous marketing materials to ensure visual consistency
- Collaborating with copywriters and marketing manager to align content with each university's brand identity

DIGITAL DESIGNER, ENCYCLOPEDIA BRITANNICA – 2022-2023

- Revamped and redesigned pages on britannicaeducation.com using WordPress plug-in Elementor, resulting in improved user experience and engagement
- Redesigned the home page and developed new templates for the "Teacher Center" resource pages, focused on timely topics like [Black History Month](#) and [Women's History Month](#)
- Advocated for the use of interactive landing pages over PDFs to enhance user interaction ([example here](#))
- Worked closely with the Email Marketing Manager to ensure a seamless user experience during campaign flows
- Modernized the blog page and template to enhance the visual appeal
- Successfully relaunched social media channels following the company's name change

ASSISTANT GLOBAL MARKETING MANAGER, ENCYCLOPEDIA BRITANNICA – 2021-2022

- Led the graphic design efforts for Britannica Education, overseeing website design, email campaigns, and digital/print materials
- Initiated and executed a visual rebrand during the company's name change, ensuring a seamless transition from Britannica Digital Learning to Britannica Education
- Redesigned product and resource pages on britannicaeducation.com to enhance user experience and drive engagement
- Created compelling landing pages and downloadable assets to support lead generation campaigns
- Served as the primary marketing contact for global offices, fostering effective communication and collaboration

GLOBAL MARKETING COORDINATOR, ENCYCLOPEDIA BRITANNICA – 2019-2021

- Developed engaging content, both copy and design, for lead generation initiatives, including ebooks, infographics, and content downloads
- Provided graphic design support to United States, United Kingdom, South America, and Australia offices, ensuring consistent branding across regions
- Led website design and edits for corporate (Encyclopedia Britannica) and global institutional (Britannica Education) sites
- Created and distributed email newsletters to foster customer engagement and brand awareness
- Supported event and trade show logistics as required, contributing to the overall success of marketing initiatives

FREELANCE DIGITAL DESIGNER, BURDOCK & CLOVE – 2022

- Overhauled the website of Chicago acupuncturist Burdock & Clove using the WordPress plugin Elementor
- Collaborated closely with the client to streamline and refine website copy, ensuring clear and concise content
- Upheld the brand identity while delivering a clean and user-friendly website design
- Designed business cards and marketing postcards to enhance the brand's visual presence

FREELANCE GRAPHIC DESIGNER, JEWISH UNITED FUND OF CHICAGO – 2017-PRESENT

- Produces the program booklet for an annual event, highlighting Jewish teens, in addition to posters, presentation support and promotional materials for the event
- Created and maintains a program guide book showcasing various programs available to Jewish teenagers
- Delivered a range of graphic design needs, including ads, posters, and downloadable resources.

MARKETING & COMMUNICATIONS SPECIALIST, AMERICAN BRAIN TUMOR ASSOCIATION – 2016-2019

- Authored, edited, and distributed all external and internal marketing and communications materials to promote events, programs, and organizational news
- Served as the lead copy editor, ensuring clarity and accessibility of medical content for a general audience
- Assumed responsibility for all graphic design requirements, executing a comprehensive redesign and updating printed and digital materials to achieve a cohesive and contemporary aesthetic
- Produced copy and graphics for organic and paid social media posts on Facebook, Twitter, and LinkedIn
- Orchestrated a successful website overhaul and redesign, facilitating seamless collaboration between the vendor and internal teams to optimize content, layout, and user experience for enhanced website performance.

SKILLS

- Graphic Design: Proficient in Photoshop, Illustrator, InDesign, and XD
- Art Direction: Ability to provide creative direction and collaborate with stakeholders to achieve project objectives.
- Branding and Identity: Experience in developing and maintaining brand identities, including logo design, typography, color palettes, and visual guidelines.
- Digital Design: Proficiency in designing for various digital platforms, including websites, social media, and email campaigns.
- Print Design: Expertise in print production processes, including pre-press, file preparation, and knowledge of various print formats.

EDUCATION

BUTLER UNIVERSITY, INDIANAPOLIS, IN

Bachelor of Arts in Strategic Communication, Journalism Concentration, Cum Laude