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# RACHEL MANNING

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## EDUCATION

CASE WESTERN RESERVE UNIVERSITY, CLEVELAND, OH – BS, 2020

## PROFESSIONAL EXPERIENCE

- GRAPHIC DESIGNER, AMERICAN ACADEMY OF FACIAL ESTHETICS; SOUTH EUCLID, OH – 2023-PRESENT
  - Design and deliver forty or more digital and print assets per month (social media graphics, reels, infographics, brochures, posters, merchandise) that reinforce brand identity and engage professional audiences nationwide.
  - Craft digital content that educates and informs thousands of dentists and doctors, supporting their ongoing professional development and connection to continuing education programs.
  - Collaborate with the events team to create custom branded merchandise (pins, signage, name tags, banners, water bottles) that enhance event visibility and attendee experience.
  - Streamline design operations by maintaining organized asset libraries and file systems, ensuring efficient collaboration and version control across our department.
  - Incorporate feedback and iterate rapidly on creative requests, delivering polished materials under tight deadlines while maintaining brand standards.
- PRACTICE SUCCESS CONSULTANT, AMERICAN ACADEMY OF FACIAL ESTHETICS; SOUTH EUCLID, OH – 2022
  - Coordinated logistics to support nationwide continuing education events for medical professionals.
  - Strengthened project management and communication skills by handling event setup, troubleshooting, and participant support both in-person and remotely.
  - Delivered responsive customer support, maintaining open communication and teamwork to improve course completion and client satisfaction.
- VISUAL ARTS EDUCATOR, METRO CATHOLIC SCHOOL; CLEVELAND, OH – 2020-2022
  - Designed multimedia teaching tools (graphics, videos, digital presentations) and managed creative projects for 18 classes serving 450+ students.
  - Assessed student needs and maintained an energetic, adaptive classroom environment that fostered creativity and learning.

## FREELANCE

- VILLA BEACH COMMUNICATIONS; EUCLID, OH – 2024
  - Contributed to branding and campaign design that secured passage of a local ballot initiative.
  - Collaborated with design team to develop create and distribute yard signs.
  - Designed custom logos that visually enhanced the client's message.
- GARDEN GRANT MURAL; CLEVELAND, OH – 2021
  - Designed and executed a twenty by eight foot mural for Metro Catholic School.
  - Collaborated in the successful grant campaign for the completion of the project.

## SKILLS AND PROFICIENCIES

- Core Competencies:
  - Branding and Identity Design
  - Visual Communication
  - Print and Digital Production
  - Project Management
  - Client Collaboration
  - Content Strategy Alignment
- Design Tools
  - Adobe Creative Suite (Illustrator, Photoshop, InDesign)
  - Canva
  - Google Suite
  - Mailchimp