

 RachelLeePodraza@gmail.com

 402.660.9239

 www.RachelPodraza.com

RACHEL LEE PODRAZA

Passionate Designer Evolving Through Education and Creative Exploration

EDUCATION

Associate's Degree

Major: Graphic Design
Metro Community College
Graduating May 2025

Bachelor of Journalism

Major: Advertising and PR
Minor: Mathematics
University of Nebraska - Lincoln
Graduated December 2020

Associate's Degree

Major: General Studies
South Dakota State University
Graduated May 2019

ACHIEVEMENTS

- Founded a LLC for graphic design and making and selling products.
- Awarded a Gold ADDY and AMA Lincoln Sterling Award for Consumer Campaign.
- Illustrated art featured in a published independent comic book.
- Planned multiple events for my college sorority and designed graphics for the occasion.
- Created multiple logo designs featured in a video podcast on Patreon.

SKILLS

Branding	Passion
Photography	Originality
Adobe Creative	Collaboration
Marketing	Attention to Detail
Layout	Communication
Typography	Problem Solving

EXPERIENCE

Red Line Creative LLC Small Business Owner

June 2022 - Current

- Create custom graphic designs for events, advertisements and social media campaigns for local businesses.
- Design and produce custom products (glassware, tote bags, keychains and stickers), managing the full creation and sales process.
- Market and sell products both online and at local Farmers Markets, optimizing customer engagement and sales.
- Photograph and edit images for clients, delivering high-quality visuals tailored to their specific needs.

Lincoln Journal Star Advertising Account Manager

August 2021 - April 2022

- Design and create custom advertisements for clients, providing end-to-end solutions for businesses without the resources to produce their own creatives.
- Coordinate and schedule print and digital advertisements, ensuring timely and accurate placement for clients.
- Prepare and review billing statements, ensuring accuracy and resolving any discrepancies in invoices.
- Lead the development and execution of special advertising sections and projects, driving engagement and revenue for the newspaper.

UNL College of Journalism and Mass Communication Lab Assistant

August 2020 - December 2020

- Helped students with any questions regarding Adobe Photoshop, InDesign, Illustrator, Premiere, Audition, and multimedia technology.
- Critiqued and offered constructive feedback on students' creative content and concepts to improve their work.
- Assisted professors with classroom technology, instructional support, and other needs to facilitate smooth learning experiences.