

VICTORIA RIFE

Graphic Designer



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victoriarife.weebly.com

EDUCATION

Associate Degree of Applied Science, Graphic Design

International Business College
Indianapolis, IN

HONORS AND AWARDS

International Business College

Director's List 3.52/4.0 GPA
Portfolio of the Year, 2009

Gannett

2nd Quarter High Five Award, 2018

BOARDS AND COMMITTEES

Genesis of Richmond Indiana

Marketing and Graphic Design
Contract Worker

Youth As Resources of Wayne County

Website Design
Contract Worker

EXPERIENCE

RELIABLE TRANSPORTATION SOLUTIONS

Graphic Designer | March 2019 - March 2020

- Designed in house graphics and marketing collateral in line with company's marketing strategy
- Delivered engaging social media content to strengthen online brand presents and build community
- Partnered with Sales team to create custom, client-tailored promotional material to increase client retention and prospecting

GANNETT - GIADC

Digital Media Designer | October 2015 - March 2019

- Full cycle design and production of web content, including HTML5 and Rich Media display ads for 110+ company-owned and affiliated sites
- Oversaw team 33's training and onboarding program for internal tools and standard operating procedures for new employees

Graphic Artist | March 2010 - October 2015

- Managed key account relationships as a member of White-Glove design team, interpreting creative and technical specifications for dedicated account creative support
- Designed and executed print advertisements for 110+ local and national media organizations, including USA Today and IndyStar

PROGRAM EXPERTISE

Adobe Creative Cloud [Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Adobe Acrobat, Media Encoder, Lightroom, Audition]

Microsoft Office Suite [Excel, PowerPoint, Outlook]

Hootsuite, Mailchimp, AdTracker, HTML

TECHNICAL SKILLS

Print and Digital Media, Photography, Videography, Photo and Video Editing, Animation, Typography, Illustration, Social Media Management, Website Design, Project Management, and Client Relationship Management