




# Rachel Luckett





## Contact

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## Education

-  University of Illinois at Chicago
-  B.S. in Entrepreneurship  
Minor in International Business

## Skills

-  Event Coordination
-  Microsoft Excel / PowerPoint
-  Copywriting
-  Photoshop / Illustrator / InDesign
-  WordPress
-  Photography
-  Interior Design / Organization

## Volunteer

-  Trio Animal Foundation
-  Junior Achievement of Chicago
-  Montgomery County Cancer Association

## Experience

**Corporate Event Planner** | Corporate Concierge Services | Nov. 2014 - Present  
Serve as liaison between property management teams and tenants to three corporate office buildings. Create event proposals, design marketing graphics, write promotional messaging, and fully execute monthly building events for 1,000-2,000 attendees. Build relationships with local craft food vendors, caterers, and retail tenants for event use or to host as seasonal on site pop-up shops. Marketed events on-site and through a monthly MailChimp newsletter.

**Graphic Designer & Instructor** | Hortulanus Wine & Oil | Sept. 2012 - Oct. 2014  
Developed branding through logos and social media graphics. Designed labels for Hortulanus rosso and rosato wine bottles. Taught basic Photoshop editing and WordPress skills.

**Design & Marketing Consultant** | Mosaicos Tile | July 2014 - Sept. 2014  
Conceived tile solutions for homeowners, interior designers, and contractors. Quickly and extensively learned over 100 tile companies and their product lines. Revamped social media presence by determining target and purpose for each and adding new channels to expand client base. Implemented an e-mail marketing campaign and website updates.

**Salon Ambassador** | Pretty Quick | July 2014 - Aug. 2014  
Produced appealing imagery and informative descriptions through salon visits and owner interviews. Sought and approved trendy area salons to be featured on Pretty Quick website.

**Event Planning Intern** | Big City Bride | Jan. 2014 - May 2014  
Contributed to blog, arranged inspiration boards, contacted vendors, assisted planners on site, set up venues, executed transportation, completed in-office clerical work.

**President** | Alpha Kappa Psi, Eta Rho | May 2011 - May 2014  
Previous positions include: V. P. of Professional Development, V. P. of Administration  
Branded organization through social media. Developed the professional level of members through LinkedIn and resume reviews. Sought new ways to improve chapter functionality.

**Founder** | Rematch | Apr. 2013 - Nov. 2013  
Acquired tennis balls that had lost their bounce and redistributed them to nursing homes as walker gliders and pet shelters as toys. Designed logo, marketing collateral, and social media.

**Marketing Intern** | Apartments.com | May 2013 - Aug. 2013  
Wrote copy for internal/trade communications and product demonstration video scripts. Revised business to business marketing collateral. Updated and redesigned competitive review.

**Graphic Designer** | UIC's Office of Marketing and Communications | May 2011 - May 2012  
Created standardized logos for colleges and regulated social media marketing for UIC. Organized and led a student blogger marketing campaign on campus (Jan. 2012).

**Founder** | Dreamy Delights | Jan. 2005 - May 2012  
Self-taught cake decorator. Marketed business via social networks/ mutual connections. Tailored designs to fit customer needs. Gave decorating demonstrations to local organizations.