



CONTACT



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EDUCATION



University of Illinois at Chicago



B.S. in Entrepreneurship
Minor in International Business

EXPERIENCE

MARKETING & EVENTS SPECIALIST

Jones Lang LaSalle | November 2014 - Present

- Manage and allocate annual events budget of \$250,000+
- Develop 70+ events and programs per year to increase tenant retention
- Create original content and copy for marketing campaigns and newsletters
- Track success of marketing campaigns using MailChimp and event ROI manually using formulas in Google Sheets
- Design marketing materials (digital and print) using Illustrator and Canva
- Curate monthly exclusive offers that properly align with client's brand identity

DESIGN & MARKETING CONSULTANT

Mosaicos Tile | July 2014 - October 2014

- Conceived tile solutions for homeowners, interior designers, and contractors
- Updated company website content and graphics using WordPress
- Implemented email marketing through MailChimp and social media marketing through Pinterest and LinkedIn
- Organized social media and blog posts into a content calendar
- Tracked performance of emails and social media using Google Analytics

SALON AMBASSADOR

Pretty Quick | July 2014 - August 2014

- Researched trendy area salons to be featured on Pretty Quick website
- Produced appealing imagery and informative descriptions through salon visits and interviews with shop owners

EVENT PLANNING INTERN

Big City Bride | January 2014 - May 2014

- Executed wedding event coordination in Senior Planner's absence
- Contributed content to company blog and social media channels

GRAPHIC DESIGNER & INSTRUCTOR

Hortulanus Wine & Oil | September 2012 - October 2014

- Revamped branding to match company mission (logos, wine bottle labels)
- Conformed wine labels to local standards and regulations
- Taught basic Photoshop editing and WordPress skills to company employees to maintain website

MARKETING INTERN

Apartments.com | May 2013 - August 2013

- Edited and updated copy for internal/trade communications and B2B marketing collateral (web and print)
- Wrote scripts for product demonstration video voice-overs
- Redesigned competitive review for sales and marketing teams' use

GRAPHIC DESIGNER

UIC's Office of Marketing & Communications | May 2011 - May 2012

- Produced standardized logos for colleges and departments within the University of Illinois at Chicago
- Regulated social media marketing to ensure branding standards were met
- Organized a student blogger campaign (social media, graphics, print)