




# Rachel Luckett







## CONTACT

-  217.556.7796
-  rachel.j.luckett@gmail.com
-  www.rachelluckett.com




## EDUCATION

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

## SKILLS

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

## VOLUNTEER

-  Trio Animal Foundation
-  Junior Achievement of Chicago
-  Alpha Kappa Psi Business Fraternity

## EXPERIENCE

### MARKETING & EVENTS MANAGER | Corporate Concierge Services | Nov. 2014 - Present

Serve as liaison between property management team and tenants to a corporate office building. Create event proposals for approval, design marketing graphics, write promotional email messaging, and fully execute monthly building events such as charity drives and tenant appreciation lobby gatherings 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. Ensure tenants are aware of building amenities and events by marketing on site and through a concierge newsletter, which has gained over 600 subscribers since March 2017. Implemented monthly self-development workshop series.

### 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 medium and adding new channels to expand client base. Updated company website and implemented e-mail marketing.

### 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 company blog, formed client inspiration boards, obtained vendor quotes, arranged transportation logistics, led wedding reception coordination in exigent situations.

### 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, social and print marketing collateral.

### 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 & 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).