

RACHEL BLOCK

CREATIVE | MARKETING | BRANDING

Key Skills

Brand Development
Graphic Design
Marketing Strategy
Strategic Planning
Team Leadership
Email Marketing
Content Marketing
Storytelling
Social Media Management
Marketing Automation
Branding & Identity
Web Design & Development
UI/UX

Technical Skills

Adobe Creative Suite
(InDesign, Photoshop,
Illustrator, XD, Acrobat)
Microsoft Office Suite
(Word, Excel, PowerPoint,
Outlook)
Canva
Asana
Omnisend
Constant Contact
MailChimp
Basic HTML

Soft Skills

Communication
Analytical and Critical
Thinking
Creativity
Leadership
Problem-solving
Collaboration
Attention to detail

Houston, TX
832.418.7466
blockdesign@gmail.com
rachelblockdesign.com

Creative and results-driven marketing manager with 15+ years of experience in graphic design, marketing, and brand management, developing and executing strategic marketing campaigns across digital and traditional channels. Skilled in strategic planning, team leadership, and campaign optimization to support company goals.

EXPERIENCE

Pink Zebra Home – Houston, TX 4/2021–Present
Marketing Manager

- Leads Creative and Marketing Team of 7 direct reports in marketing strategy and brand management, while providing creative direction in design, photography, video and copy for marketing campaigns, ensuring brand and campaign consistency.
- Establishes positioning, identifies target audiences, and develops and manages marketing campaigns across both digital and traditional channels leading to an increase in sales, website and social media traffic, brand awareness, qualified leads, open rates, customer retention, and customer engagement.
- Analyzes customer insights, consumer trends, market analysis, marketing trends and best practices to build successful strategies to support company goals.
- For over a year, led production and execution of twice-monthly live shopping show resulting in an average revenue of \$250,000 per show.
- Designs and leads efforts to improve UI and UX for website to increase website traffic and customer engagement.
- Manages the department budget and develops strategies to reduce costs and increase department efficiency.

Pink Zebra Home – Houston, TX 2/2020–3/2021
Senior Graphic Designer

- Conceptualized and designed print and digital assets, including sales collateral, promotional materials, web and social media graphics, product packaging and signage to market products to both internal sales team and external customers leading to an increase in sales, website and social media traffic and brand awareness.
- Created and coordinated the design and production of internal promotional materials for company events that maintained company brand standards and promoted sales goals.
- Managed multiple, short-term and long-term projects simultaneously, including the printing process from beginning to end, to ensure on-time completion within budget.

Houston Grand Opera – Houston, TX 6/2017–1/2020
Graphic Artist

- Designed collateral, print ads, digital assets, direct mail pieces, signage, and emarketing to support subscription and single ticket sales, resulting in \$4.4 million in annual revenue.
- Created and coordinated production of promotional materials consistent with

RACHEL BLOCK

CREATIVE | MARKETING | BRANDING

company brand standards for exclusive donor events and educational initiatives, supporting a \$20 million fundraising campaign.

- Spearheaded the redesign and layout of 100-page company magazine, produced and designed five issues a year, including conceptualizing the cover art, that reached an annual readership of over 55,000 opera attendees.
- Managed multiple, short-term and long-term projects simultaneously, including the printing process from beginning to end, to ensure on-time completion within budget.

Design At Work – Houston, TX 2/2014–2/2017

Graphic Designer

- Collaborated with a team of writers, account managers, and web developers to conceptualize, design and implement new brand identities and marketing materials for B2B and B2C companies in a variety of industries, including retail, industrial and non-profit, resulting in significant increases in revenue for clients.
- Ensured that a client's message and branding was consistent in all print and web-based marketing and promotional materials, enhancing a client's business profile.

Block Design – Houston, TX 9/2007–1/2014

Owner/Freelance Graphic Designer

- Created marketing and promotional materials, brand identities, corporate packages, book layouts and designs, and event collateral for multiple clients simultaneously.
- Assisted businesses in developing their brand in order to reach a broader market and increase awareness of their goals.
- Guided projects through printing and mass distribution.

The Associated: Jewish Community Federation

of Baltimore – Baltimore, MD 9/2006–8/2007

Graphic Designer

- Designed appealing materials promoting the services of non-profit organizations to diverse target audiences.
- Collaborated with a marketing team to implement ideas and create brands.

Leviathan Press – Baltimore, MD 1/2006–9/2006

Graphic Designer / Marketing Coordinator (Print Production Manager)

- Assumed responsibility for meeting all the design requirements of three new titles, from cover and internal layout to marketing concepts and advertising.
- Acted as liaison with printers, coordinating the company's production needs.
- Successfully managed an extensive marketing campaign which generated local and national media coverage.

EDUCATION

BA, Graphic Design, Yeshiva University, Stern College for Women
(joint program with Fashion Institute of Technology)

Houston, TX
832.418.7466
blockdesign@gmail.com
rachelblockdesign.com