

# RACHEL FLOWER

JUNIOR CREATIVE / ADVERTISING



## PHONE

(313) 300 3859

## ADDRESS

Grosse Pointe, MI

## EMAIL

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## EDUCATION

East Lansing, MI

### MICHIGAN STATE UNIVERSITY

*Bachelor of Arts, Creative Advertising / Apr 2024*

School of Communications, Arts, and Sciences

## EXPERIENCE

### WESTERN STAR ENTERTAINMENT GROUP

New York, NY

*Social Media Intern / Remote / Oct 2024 - Present*

- Develops engaging content for social platforms such as Instagram, Tik Tok, and Youtube.
- Manages multiple social accounts while ensuring every post is properly edited and detailed.

### 10 KNOTS CLOTHING

Grosse Pointe, MI

*Social Media Manager / Hybrid / Oct 2024 - Present*

- Creates engaging content for multiple social platforms such as Instagram, Tik Tok, and Facebook.
- Utilizes photography, videography, and digital editing skills to curate various creative campaigns for brand engagement.

### ACUMEN MEDIA

London, England, UK

*Media Production Intern / On-site / Jun 2024 - Aug 2024*

- Use editing software to organize and edit video files for high-standing B2B companies ultimately creating professional corporate films.
- Maintain organized records of project files and media assets while coordinating meeting deadlines and call sheets during pre-production.
- Collaborate with the creative team to develop engaging multimedia content for social platforms such as press releases, social posts, and video thumbnails.
- Led four production team groups consisting of an LP, DP, and a Director for a two day activity where each group had to pack a mini kit, set up equipment, film a test interview, and break down equipment in 90 minutes.

### RESTAURANT INDUSTRY

Michigan

*Server/Hostess/Busser/Sales Associate / 2018 - Present*

Six+ years in the industry having developed strong customer service, multitasking, and sales skills. Adept at managing high-volume shifts and promoting menu items to enhance guest satisfaction and boost revenue. Continues to gain a refined adaptability, attention to detail, and work ethic in fast-paced environments.

## LINKS

 [Website](#)

 [LinkedIn](#)

## SKILLS

Adobe Creative Cloud

Design

DaVinci Resolve

Advertising Strategies

Social Media Strategy

Customer Service

Microsoft Products

Communication

Content Writing

Teamwork and Collaboration

Interpersonal Relationships

Adaptability