



RACHEL ROETHLISBERGER

a strategic creative

about rachel

In the ever-evolving creative landscape, I am always pivoting to complete a project with complete efficiency and accuracy. Known as a marketing unicorn, I jump at challenges that push me beyond my comfort zone. Collecting new skills is my passion—whether it's mastering a new cutting-edge design platform or pioneering a fresh messaging tactic, I'm here to steer the ship and make magic happen.

education

Milwaukee Area
Tech College

associates degree in
graphic design

Certificate

Digital Strategy and Business
Opportunity (Coursera)

skillset

Adobe Cloud

Illustrator Premier Pro
Photoshop InDesign
Lightroom Lightroom
Acrobat Media Encoder
After Effects

Creative + Marketing

Digital Copy Writing
Print Photography
Videography Direction
Packaging Branding
GA4 Web Management
Copy Writing Strategy
Meta Ads

awards

Aug 2023
(Military) ARCOM award for
meritorious achievement
during XCTC 2023

Dec 2022
Marketing MVP of 2022 at
Lifted Made

Feb 2022
Won a design competition to
design the 2022 NQWIT
awards event graphics

Oct 2024 - Current

chiappetta shoes

marketing manager

- With diversifying social content and maintaining a consistent schedule, **social engagement increased by 66%, website visits via social increased by 157% and video watch time increased by 177.8%**
- Produces a suite of high-quality photography, commercials, videos, and promotional materials that showcase our products and unique services
- **Increased email open rates by 32%** with A/B testing formatting, subject lines, and tailoring content based on custom properties
- Collaborates with digital advertising company to **optimise** demographic targeting, various creative and copywriting for Meta advertising
- **Trained and mentored junior creatives** and interns, fostering a design-forward culture and growing internal capabilities
- Elevated in-store and online customer experience with unified visual branding across channels

Nov 2023 - Oct 2024

MTMI

marketing and communications coordinator

- Optimizes design and function of advertising campaigns, leading to a **568% increase in user sessions** for MTMI's ads in Radiology Business' eNewsletter
- Designs an average of **8-10 marketing assets a week**, such as brochures, direct mail, banners, advertisements and more
- Provides **regular reports on key performance indicators** to Marketing Director, along with **actionable recommendations for improvement**
- Spearheads an **email marketing platform transition with over 100,000 contacts** for targeted campaigns, revenue-generating automated flows and organized segments/lists set with custom fields and tags
- Collaborates effectively with cross-functional teams to **ensure seamless project execution and resource allocation** to maximize team performance



experience continued

Sept 2022 - Nov 2023

lifted made/urb

assistant creative director

- Orchestrated the addition of Brandfolder, an asset management system, to **streamline content sharing and file management for Sales and Creative Team**, enhancing overall company efficiency
- Increased Instagram **followers by 137% and likes by 123%** with engaging posts, attractive product photography and balanced strategy
- Created highly-segmented email campaigns that **increased MSRP open rates by 55%** and **Wholesale/Distro open rates by 11.7%**
- Developed and expanded brand identity by **creating a distinctive photographic style** and designing a **library of over 40 custom icons**
- **Planned quarterly marketing calender** with Creative Director and disseminated to Creative Team for **aligned platform effort**

April 2022 - Sept 2022

lifted made/urb

digital marketing coordinator

- Increased Facebook **followers and impressions by 200+%** and Twitter/X **engagement by 405%**
- Curated a photography studio to move monthly **\$700+ outsourced photoshoots in-house**
- Implemented a targeted **influencer marketing strategy** to engage a niche audience, resulting in **over 30,000 impressions**
- **Implemented and A/B tested** various automated flows, such as newsletter welcome, abandoned cart, abandoned browse, and nurturing campaigns
- Awarded the **Marketing MVP** recognition after just **8 months on the job**
- Designed various marketing materials for sales team, B2B and B2C

Nov 2017 - Nov 2023

wisconsin army national guard

35F - Intelligence Analyst

- Volunteered for **four state emergency events**: WING-run Covid testing teams in 2021, civil unrest riots in Kenosha, and running voting stations
- **Briefed a four-star general** on assessed opposing force movements during the brigade-wide RTC military exersize
- Collected, processed, and disseminated intelligence information using various tools and systems, with a **top-secret clearance**
- **Analyzed and evaluated cross-functional intelligence** data from a variety of sources, such as human intelligence (HUMINT), signals intelligence (SIGINT), and imagery intelligence (IMINT)



volunteer experience

Jan 2021 - current

new life - reach ministries church

communication team member

- Contributed to the church's marketing initiatives by designing engaging and visually appealing social media graphics
- Creates print and digital assets to promote the church
- Make marketing and design suggestions to communication to for optimum reach and community evolvment