



## RACHEL BOCK

BSA in Graphic Design, MS in Marketing

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## education

### Drexel University

BSA in Graphic Design

Philadelphia, PA

2012-2016

### University of Colorado Denver

MS in Marketing

Denver, CO

2017-2019

## full-time experience

### Aspen Daily News, Aspen CO

2019-Present | Creative Direction, Production & Photography

- Creative director behind 6 editions and counting of *Aspen Local* magazine; a biannual 140+ page publication.
- Creative director behind 2 editions and counting of *Authentic Aspen*; a 70+ page seasonal guide.
- Lifestyle, landscape and event Photographer for *Aspen Local*, *Authentic Aspen* and the *Aspen Daily News*.
- Daily production of the *Aspen Daily News* paper page and copy layout.
- Design customized web and print advertisements for the wide array of clients purchasing space in the publications or on the website.
- Create video and photo content for the @aspenslocal and @aspensdailynews social platforms.
- Collaborate with sales and editorial teams on a daily basis to create the best possible content for print and web.

### Phunkshun Wear, Denver CO

2017-2020 | Graphic Design, Photography & Marketing

- Designed and produced 4 annual product catalogs.
- Product photography for all catalogs.
- Lifestyle photography for all catalogs, social and web campaigns.
- Designed the sustainable packaging for the array of offered products.
- Designed comprehensive marketing materials and campaigns.
- Strategized and managed multiple Google and Facebook ad campaigns.

### SLVSH, Worldwide

2015-2020 | Graphic Design & Photography

- Designed and tailored each creative to individual skiing events.
- Photographed professional skiing for sponsor and athlete content.
- Took the athlete portrait photos before each event.
- Designed, produced and marketed the clothing for the brand.
- Designed marketing assets such as the brand media deck, social posters, motion graphics, branding assets and digital creatives for online advertising.
- Managed the distribution of creatives amongst athletes and sponsors during freestyle skiing events.
- Worked professionally and efficiently in high-intensity settings across the globe; Canada, Spain, Andorra and Australia.

### Keller Williams Reality of the Rockies, Frisco CO

2018-2020 | Graphic Design & Photography

- Created specifically curated content multiple media outlets.
- Managed Instagram and Facebook social platforms.
- Photographed properties for MLS listings.
- Performed regular SEO website maintenance including keyword updates.
- Designed marketing assets including tailored media decks, print materials, web advertisements and motion graphics.

### ZG Collective, Aspen CO

2015 | Assistant Digital Producer

- A 6-month full-time internship during the Drexel residency.
- Photographed an array of products under the umbrella brand.
- Designed digital assets for multi-purpose use.
- Filmed and edited private events.
- Consulted on marketing strategies.

## individual client highlights

Designing, photographing and creating content for companies whenever possible. Shoots include food, drink, product, lifestyle, skiing, fishing, staged interaction and more. My creatives often combine illustrations and photography, or photo manipulation.

Some of the brands I've collaborated with:



## proficiencies

Graphic Design

Publication Design

Layout Design

Data Visualization

Product Photography

Sport Photography

Lifestyle Photography

Content Creation

Packaging Design

Logo Design

Branding & Identity

Project Collaboration

Motion Graphics

Illustration

Print Design

Asset Collection

Marketing Material Design

Event Coordination

Marketing Material Design

Athlete Coordination

Digital Marketing

Organizing & Managing

Social Media

Typography

Situational Adjusting

Art Direction

## applications

Adobe Creative Suite

- InDesign, Photoshop,

Lightroom, Illustrator,

After Effects, Premiere

& Bridge

Microsoft Office

BLOX CMS

Slack

Procreate

iPad Pro + Apple Pencil

Google Chrome

Sublime Text

## hobbies

Skiing

Fly & Ice Fishing

Photography

Hiking

Traveling

Camping

Illustrating

Road Biking