

# RACHEL BRANDSNESS

4001 Camp St. Apt. 3. • New Orleans, LA 70115  
541.591.4788 | brandsnessr@gmail.com | [damesaintorleans.com](http://damesaintorleans.com)

## RELEVANT EXPERIENCE

### Front End Web Designer + Graphic Designer

Dame Saint Orleans | New Orleans, LA / Nashville, TN | 2014-Present

- Design, develop, redesign, repair, and maintain websites using HTML, CSS, and applicable PHP/Javascript/jQuery, as well as Wordpress, for individuals and businesses.
- Creation of graphics and content for digital and print including logos, posters, brochures, copy, merchandise designs, and promotional materials.
- Creation of mock-ups, photo retouching, and visual content creation using Adobe Photoshop, Illustrator, and InDesign.

### Events and Communications Coordinator

Alliance Française de la Nouvelle-Orléans | New Orleans, LA | 2017-Present

- Manage, strategize, and implement all aspects of marketing for organization while working in both English and French.
- Execute complete re-build of website for enhanced performance and aesthetics.
- Manage all social media accounts and ads, including Facebook, Twitter, Instagram, and Meetup.com.
- Create graphics for all advertisements, digital and print.
- Develop and implement promotional strategies with Executive Director and Administrator for classes and events.
- Coordinate events including annual Gala fundraiser.

### Web Administrator + Receptionist/Instrument Storage

Soundcheck Nashville | Nashville, TN | 2015-Present

- Oversee website functionality of company family of websites, including troubleshooting, repairs, additions, updates, and alterations. | 2015-Present
- Provide check-in, service, and any necessary issue resolution promptly for clients while ensuring security of client's stored instruments and equipment. | 2015-2016
- Assist in monthly billing reconciling. | 2015-2016

### Touring and Business Manager

Rachel Mac + The Revival | Nashville, TN | 2013-2015

- Book shows, including travel accommodations for band members, while managing tour budget and musician pay.
- Oversee merchandise sales at shows and online, including tracking inventory, sales, product margins, and creation/acquisition of new merchandise.
- Manage/create social media advertisement campaigns, promotional emails, and accounts across multiple platforms, including Facebook, Twitter, and Instagram.

## SKILLS

### Most Proficient:

HTML5  
CSS3  
Mobile-First Responsive Design  
Adobe Photoshop  
Adobe Illustrator  
Wordpress

### Moderately Proficient:

Javascript  
jQuery  
PHP  
Adobe InDesign

### In Progress:

Digital Marketing - SEO, SEM  
Google Adwords + Analytics

### Languages:

English (Fluent/Native Speaker)  
French (Advanced/B2)  
Spanish (Intermediate)

## EDUCATION

**Belmont University,**  
**Nashville, TN**  
**College of Entertainment and**  
**Music Business, Bachelor of**  
**Business Administration**  
**(Cum Laude)**

## COMMUNITY

### Krav Maga Self-Defense

#### Instructor

Women's Self-Defense Seminar  
– Crossfit Talon | 2014  
Self Defense Seminar  
– Girl Scouts | 2014  
Self Defense Seminar  
– Franklin Krav Maga | 2014