

Rachel Nelson

(951) 833 – 0570 | rachelnelsona@gmail.com | <https://portfolium.com/rachelnelsona>

Objective: A college graduate who majored in communications, advertising with a creative portfolio seeking a to learn as an apprentice at Pinterest.

Qualifications

- Developed proficient skills in Adobe Photoshop, Illustrator, and Dreamweaver in digital communications courses and portfolio building
- Refined copywriting skills to produce effective content for various clients, styles, and formats of writing (social media, physical media, presentations)
- Collaborated with various teams on both the client side and in-house to execute effective campaigns
- Gained extensive research and presentation building skills from working with clients
- Earned a digital marketing certificate upon completion of courses that concentrated on Adobe Suite, portfolio building, website coding, and media design

Relevant Experience

‘Getting On Base’ Film | California State University, Fullerton

Social Media Manager | October 2024 – December 2024

- Designed and wrote copy for social media posts to garner attention before film release
- Generated a posting schedule based on prior research for highest audience engagement
- Coordinated with other managers and supervisors for account theme, aesthetic, and messaging weekly
- Engaged with similar accounts by following, reposting, and commenting to spread reach

PRactical ADVantage Communications | California State University, Fullerton

Content Creation | May 2024 – July 2024

- Collaborated with a team to establish a cohesive theme and aesthetic for client’s social media and ad campaign
- Contributed to an extensive rebranding plan and presentation to attract younger audiences
- Developed content in the forms of social media posts and flyers to promote client’s historical museum
- Photographed and edited photos of subject of advertisement and team headshots

TJ Maxx | Eastvale, CA

Part-time Associate | December 2020 – March 2024

- Trained incoming employees in clothing department operations
- Organized and charted clothing department to increase customer consumption and flow of items
- Boosted quota for store credit card sign-ups by engaging customers with benefits
- Assisted customers with finding products within and outside of the store and making recommendations for alternatives

Education

California State University, Fullerton

B.A. in Communications, Advertising | Minor in Anthropology | May 2025