



Name: Rachel Carneglia

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Education

Baccalaureate in Photo Journalism from The University of Texas at Austin; emphasis on Graphic Design and Non-Profits

Skills & Traits

Marketing:

Experience with social media marketing tools and practices, writing and designing for e-mail and the web, content creation and web maintenance; certified in Google Analytics

Design:

Experience designing print and web ads, logos, single- and multi-page layouts, brochures, posters, large signage, T-shirts, etc.

Writing and Editing:

Proficient in news and feature-style writing for print, web and social media, as well as Associated Press style editing

Software:

Adobe Creative Suite: *emphasis on InDesign, Illustrator and Photoshop*, Microsoft Office Suite, Mac and PC operating systems, working knowledge of basic audio and video editing techniques and software

Photography:

Familiar with both film and digital shooting, editing and processing

Administrative:

Experience coordinating small and large event logistics, maintaining schedules, calendars and multiple deadlines

Personal:

Efficient, dependable, self-starter, creative, deadline-oriented, service-driven, quick learner

Employment

Austin Parks Foundation

Marketing

Marketing Manager 05/15 - Present

Lead Marketing & Events team. Design digital and print marketing materials including merchandise, tabling materials, sponsor decks, etc. Manage social media strategy and create content for multiple channels as well as APF blog. Create and track success of e-mail marketing as well as digital and print advertising campaigns. Responsible for all web site content and managed 2016 and 2018 re-designs. Devise and implement organizational Marketing Plan. Oversee APF's Movies in the Park - a free, ten-movie series in parks across Austin. Managed APF's Fitness in the Park and Park Vendor programs. Write and disseminate organizational messaging. Assist with Public Relations coordination. Support fundraising appeals. Supervise Marketing Coordinator and Events Coordinator.

Philanthropy

The Miracle Foundation

Ambassador 04/09 - Present

Traveled to India to meet the children TMF supports in 2009, supported TMF's mission through fundraising and volunteer activities.

Morikami Museum & Japanese Gardens

Marketing

Online Marketing Coordinator 03/13 - 05/15

Designed digital and print materials. Managed social media strategy and posting. Created and tracked success of e-mail marketing. Responsible for all web site content and oversaw responsive re-design. Provided logistical support for three annual festivals (average attendance of 10,000) including management of outside vendors.

Women In Distress of Broward County, Inc.

Development

Marketing Coordinator 10/11 - 11/12

Responsible for re-design of overall agency brand, and creation of brand style guide. Managed all web site content, social media strategy and posting. Oversaw re-design of agency web site as well as creation and implementation of new mobile web site.

Compassion International

Sponsor 06/07 - Present

Supported Apio Jamila, a student in Uganda, and Compassion's AIDS initiative.