

RACHEL REED

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2214 Lenox Rd
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Georgia State University
Atlanta, GA
Bachelor of Arts, Journalism,
Marketing, Public Relations
2013

SKILLS

Writing and Editing
content strategy, press
releases, case studies,
whitepapers

Web design/marketing
html/css development, SEO
strategy, user experience
design

Graphic design
print ads, infographics, logo
design, sales presentations,
pitch presentations

Database management
Infusionsoft, Zoho,
Mailchimp, Excel proficiency

Account management
client relationship
management, account
strategy

Marketing Manager, Rewardian

7/15 – Present

CRM / Email Marketing: strategy lead, platform strategy development
Operations: platform management, customer service management, client
relationship management
Digital / Design: marketing collateral design, branding, website redesign lead,
content development
Account Management: communication/reporting delivery, growth strategy
execution, email strategy

Marketing Coordinator, Brandmovers

7/14 – 7/15

CRM / Email Marketing: database management, lead generation, sales strategy
management, email marketing strategy, execution and implementation,
cross-platform integration
Account Support: campaign publishing, pitch presentation design, execution,
campaign review/management and publication
Digital: content curation, development, social media management, agency
website development/management, SEO Strategy
Sales / PR: capabilities presentation development, marketing collateral design,
case study development, industry relationship management

Marketing Director, Atlanta Dental Spa

5/13 – 7/14

Web/SEO Strategy
Digital and print design, advertisement development
PR/external communications management
Internal and external marketing program development
Social media strategy, video production

Marketing Intern, AmericasMart Atlanta

10/10 – 08/11

Researched, developed and maintained media contact databases using Cision,
wrote press releases.
Developed editorial content for industry publications, updated and maintained
social media.
Coordinated celebrity speaker events, Designed signage and other marketing
material for trade events.
Created media tracking databases.

Staff Writer, Up in Cumming Magazine

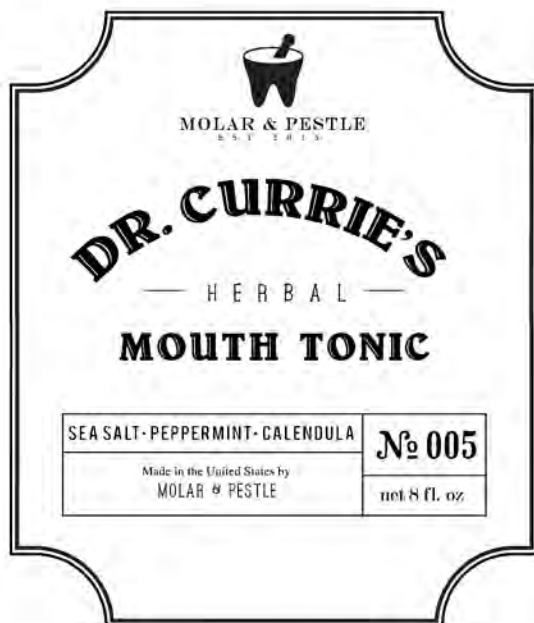
05/07 – 08/09

First intern to be hired as permanent staff.
Youngest published features editor at the company.
Managed accounts, designed client advertisements, Designed editorial spreads.
Features editor Fall 2008, Spring 2009 fashion: researched trends, collaborated
with local retailers, and developed and market-tailored editorial. Managed
product, casting calls, Executed photoshoots,
Administrative: managed financials, client files, created media kits.

MOLAR & PESTLE

logo + package design

Dr. Andrew Currie was looking to brand his organic mouth rinse formula with a vintage edge. The first in a series, the herbal mouth tonic inspired a logo to represent Currie's vision of organic, stylish, and healthy products.



REWARDIAN

sell sheet

Expanding on an existing brand, the Rewardian sell sheet was created to position the human resources industry as an innovative and forward-thinking one, contradicting its existing perception as old hat and bland.



INSPIRE. REWARD. EXCEL.

Rewardian is an online employee recognition and rewards platform for global businesses of any size.

WITH REWARDIAN, YOU CAN:

- Create your own points-based motivation program
- Learn about best practices in recognition and rewards
- Offer your people their choice of rewards, gift cards, and experiences from our industry-leading collection
- Join a community of engagement-oriented businesses

Leveraging more than 75 Years of rewards experience, this platform from Urewards makes three powerful design elements more accessible than ever:

CHOICE

provide rewards that are purposefully selected to motivate performance

ACCUMULATION

enable employees to save up points for meaningful rewards

FLEXIBILITY

empower businesses to implement their own program on their terms

HOW IS REWARDIAN DIFFERENT from other rewards providers?

IT'S SIMPLE.

We work with you to design a custom program for your organization. The reward platform is simple to use for managers and employees alike with seamless HRIS integration, intuitive user experience, and smooth reward delivery.

IT'S A LIBERATING BUSINESS ARRANGEMENT.

Design a program tailored to your organization's needs and let our intuitive technology do the heavy lifting.

IT'S A TRULY MOTIVATING BENEFIT.

Your people earn points for whatever you deem appropriate and redeem meaningful rewards, gift cards and experiences from our online catalog.

HOW DOES IT WORK?

PROGRAM DESIGN

Rewardian is highly skilled and experienced in building well-planned, detailed programs that meet & exceed our clients' stated business objectives.

CORE PLATFORM

Rewardian's platform is a scalable and customizable. It is designed for speed, functionality, adaptability and is highly customizable.

CREATIVE & UX

Rewardian's in-house creative and development teams work tirelessly to create a rich user experience, engaging microsites, complementing mobile apps and more.

ADD-ON FEATURES

Rewardian allows for expansion through turn-key and add-on engagement features. This includes status levels, tiers, leader boards, feedback, social networking, contests, and more.

ANALYTICS PORTAL

Rewardian's platform allows for customizable custom dashboards & administrator tools that measure and track the performance of your Employee Incentive & Recognition Program from launch and beyond.

MANAGEMENT

Rewardian's dedicated account team works with you to develop your program, on time and within budget throughout the process. This includes project administration and our in-house legal council.

COMMUNICATION

Communicate with your program participants using newsletters, chat operations, relevant messaging, and variable content ranging from general announcements to status updates.

REWARDS

We do it all! Reward sourcing, fulfillment, redemption coverage, customer service hot line, 1099 forms, positional waiver notification and affidavit of eligibility.

www.rewardian.com | 707.771.5500



BRANDMOVERS

sell sheets

Brandmovers' collateral materials needed an update. As young sales reps came into the organization, thoughts on a refreshed image inspired these sell sheet designs.



BRANDMOVERS

With offices spread across the globe, Brandmovers is the leader in global digital promotions. Experienced in developing and executing engaging campaigns – we connect people with brands. Founded in Atlanta in 2003, our focus on promotions Strategy, Technology, Legal Compliance, and Consumer Experience uniquely position us to develop and flawlessly execute campaigns of high visibility and scale.



STRATEGY



TECHNOLOGY



LEGAL



SEND SOMEONE A MINI DELIVERY.



SkinCeuticals Rewards Loyalty Platform
L'Oréal



DEVELOPMENT SWAT TEAM

Information Architecture
Project Management
Custom Software Development
QA Testing
Network Engineering

DIGITAL IN THE MAKING



PROMOTIONS EXPERTS

Promotion Architecture
Promotion Specific Creative
Legal Compliance
Proprietary Promotion Engine
Procurement & Fulfillment
Customer Service & Support

FEARLESS DIGITAL BRAINS

24 years software development & technical services
CUSTOM SOFTWARE DEVELOPMENT
We deepen your digital bench.
LOCAL ATTITUDE-FREE INFORMATION TECHNOLOGY
We are complex problem solvers.
HEALTHCARE DATA SERVICES
Serving your Data Needs.

The Global Leader in DIGITAL PROMOTIONS

10+ years digital promotions expertise
6 offices
including Atlanta (HQ), NYC, LA, London, Mumbai & Mexico City
1,500+ tertiary connections

TURNKEY: FROM START TO FINISH



STRATEGY

Web design, programming, hosting, database management, reporting and analytics, ongoing, domain, plans & recap analysis



LEGAL

Drafting rules, regulations, registration and bonding, alternate method of entry, handling, affidavits & tax forms.



DEVELOPMENT

Mobile applications, custom programming, information architecture, technical and managed services, digital project management, & quality assurance.



SERVICE

A dedicated account team works with your brand team to provide solutions on time and within budget.



EXPERIENCES

Freze sourcing, redemption coverage, customer service hotline, winner notification, affidavits of eligibility & publicity release.

www.iWerk.com

www.Brandmovers.com



ATLANTA DENTAL SPA

tee shirts + referral program

Atlanta Dental Spa was looking to provide gifts, on-brand to provide patients. These tees led to the development of referral program ADS plus.



ADS *plus* WIN UP TO **\$1,000** **SHOW OFF!** receive a gift? have a good experience? share it with us!

WHEN YOU REFER FRIEND FAMILY & COLLEAGUES

REFERRED ME.

scan to get started at atlantadentalspa.com/referral-program.html

facebook
facebook.com/AtlantaDentalSpa

instagram
search atlantadentalspa

pinterest
pinterest.com/AtlDentalSpa

twitter
@AtlDentalSpa
twitter.com/AtlDentalSpa

google plus
plus.google.com/+AtlantaDentalSpa

ATLANTA DENTAL SPA
COMPLETE HEALTH DENTISTRY



NUSKIN TR90

campaign award submission

This infographic-style submission was designed when Brandmovers project for client NuSkin was eligible for a Reggie Award.

