

rachelkirby

WILMINGTON,
NORTH CAROLINA
(336) 687-3020

KIRBYRE64@GMAIL.COM | RACHELKIRBYDESIGN.COM

EXPERIENCE

Boone Drug, Boone, NC – Marketing Specialist

August 2021 - March 2022

I created content, managed, and oversaw all social media accounts, significantly improving performance and consistency. In addition to social media management, I designed and distributed digital newsletters and developed print advertisements for local newspapers. Through these efforts, the main Boone Drugs Inc. Facebook account saw substantial growth, with engagement increasing by over 215% and page visits rising by 82% after I took over.

Brave Creative, Wilmington, NC – Social Media Manager

October 2022 - March 2023

I created content, managed, and oversaw all social media accounts, significantly improving performance and consistency. In addition to social media management, I designed and distributed digital newsletters and developed print advertisements for local newspapers. Through these efforts, the main Boone Drugs Inc. Facebook account saw substantial growth, with engagement increasing by over 215% and page visits rising by 82% after I took over.

Coldwell Banker Sea Coast Advantage, Wilmington, NC – Support Specialist

December 2025 - Present

Provided administrative, marketing, and graphic design support to over 180 real estate agents, each operating as independent brands within Coldwell Banker. Managed competing priorities while developing customized branding and marketing materials to elevate individual agent presence.

EDUCATION

Appalachian State University, Boone, NC – BS in Advertising

August 2018 - May 2022

I majored in Communication, Advertising, and a minor degree in Graphic Communication. Learned how to write, design and pitch campaigns, as well as graphic design, print and packaging processes.

Academy of Art University, San Francisco, CA – MA in Graphic Design

June 2023 - May 2026

I pursued advanced studies in graphic design and typography, developing a strong understanding of design principles, visual hierarchy, and best practices for effective, professional design. Gained experience in creating cohesive visual systems and branding, with a focus on reaching target audiences through research-driven case studies.

PERSONAL STATEMENT

I am a designer based in North Carolina specializing in branding and graphic design. I am passionate about turning everyday challenges into creative visual solutions and helping brands grow their presence. Through thoughtful design and strong visual systems, I aim to create work that is both effective and memorable.

Seeking a creative career in Advertising.

PERSONAL STATEMENT

Graphic Design and Branding
with Adobe Illustrator,
Photoshop, and Indesign

Video Editing
with Adobe Premiere Pro

Sales Experience

Packaging Design

Website Design

Social Media Marketing

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