

RACHEL FREEGARD

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A creative graphic designer / branding professional with 24 years experience in private and public sectors. I have a solid design and print management background showcased through a diverse portfolio.

Away from design I am a third degree black-belt student and instructor affiliated to the ITF (International Taekwon-do Federation), as well as run women only Boxercise classes having been a qualified Boxercise Instructor for several years.

FREELANCE / CONTRACTOR EXPERIENCE

January 2020 - present

Contractor, Graphic Designer - RINA Consulting Defence Limited

- Designing Interactive documents illustrations, PowerPoint presentations web icons and process charts to support e-learning products.

April 2019 - present

Freelance Graphic Designer

- Designing print and digital products for various business, procuring digital, litho and large format print.
- Designing websites and training business owners to update themselves.
- Designing e-newsletters (Mailchimp and Mailerlite) and training business owners to update themselves.

WORK EXPERIENCE

March - September 2019 (6 month fixed contract - maternity cover)

Graphic Designer - The Vet Group

- Designing national and local campaigns assets for approx 500 **Vets4Pets** surgeries and 350 **Pets at Home** UK stores
- Print assets included point of sale, promotional items, leaflets, clinical information, exhibitions and infographics
- Digital assets varied from animated gifs, Leaderboard and MPU adverts, through to video cases studies and mini movies for social media.

2014 - February 2019

Communications Lead for Design and Digital - Swindon Borough Council

Managerial, strategic role. Primary contact for the internal design, digital and print service across the Council and approx 300 services.

Working with internal stakeholders I was responsible for:

- Visual Identity for Swindon Borough Council
- A team of in-house designers, web publishers and print team
- Negotiating with external printers to agree time-scales and costs
- Briefing creative agencies / freelance designers to undertake work that could not be completed in-house
- Responsible for monthly billing and KPIs reports

Internal projects included '*10 quick wins to revitalise the visual identity*'. This campaign was to highlight Council services and help improve its reputation to tax payers of the borough. I successfully presented my ideas to the Chief Executive and Senior Directors.

As a result a phased roll out of products were rolled out across the organisation this included:

- Setting up an online print portal working with a third party supplier to enable service areas to self-serve using pre-designed templates.
- Power Point template slides, email auto signatures, vehicle fleet graphics and uniforms.

In addition:

- I formed a Brand Ambassador group on Yammer of internal volunteers from Council service areas. This was a platform for colleagues to upload images of damaged signage, literature that was off brand, this enabled myself to have a conversation with the relevant service area to ensure it was removed or replaced correctly in-house.
- I introduced external window graphics and targeted messaging to the Council's Customer Service Contact Centre, this was to support the Council's wider objective of working towards a digital council. The images were to encourage residents to self-serve through the digital channels and website before coming into the smaller counter area.
- I mentored the younger members of the design and communications team through weekly sessions, '*The Brainstorm Bunch*' to encourage creativity and sharing ideas, this platform encouraged them to contribute within a busy marketing team and to feel confident that no idea is a silly idea.

2007 - 2014

Reprographics Manager for South West England - Capita PLC

- Reprographics account manager and the primary contact for design and print sites across the South West with 18 reports.
- Accountable for maximising utilisation and forecasting work for revenue pipeline.
- Commission targets met each year through customer retention and growth.
- Designed and implemented new working processes to maximise savings.
- Brand Guardian advisory role for visual identity across Mendip Council, Southampton City Council and The Fire Service College in Morton-on-the-Marsh.
- Creative lead and print buyer for all marketing materials, including overseas literature produced in multiple languages, corporate gifts, uniforms, signage and vehicle graphics.
- Part of a national marketing team and called on adhoc to contribute to tender bids for acquisitions.
- Budget holder and able to produce financial reports on income / expenditure.

SKILLS / CONTINUOUS LEARNING

- Trained Graphic Designer - Apple mac based,
- Advanced skills in Adobe Creative Cloud: InDesign, Photoshop, Illustrator and iMovie
- Proficient skills in Adobe Acrobat, Adobe Premier and Adobe After Effects
- Proficient working and understanding of Office 365 packages
- Proficient working and understanding of Google & Mailchimp Analytic, Ad-words and Facebook advertising
- CMS working knowledge of Wix, Wordpress, Jada and Sharepoint platforms.

Self funded online training

- 100 hrs of 4 in 1 Digital Marketing Skills.
(*You Tube, Social Media, Google and websites covering CTA's, optimisation, search engines and website traffic*)
- Diploma Level 5 - 2018 Digital Marketing - online training / assessments / webinars - MERIT
- Comms2Point0 - Creative Campaigns / Essential Digital Skills / Social Media workshops
- Iconic Digital - Digital Marketing Masterclass
- Desk, Swindon - Digital Marketing - Paid v organic advertising workshop

AWARDS / ACHIEVEMENTS

- Creative lead for internal campaign 'Vision for Swindon - Putting Our Man on the Moon' Gold Award - LG Communications 2016 and Silver Award - PRIDE Awards 2016
- Part of the winning team for the category Internal Campaign of the Year, 'Seasonal Flu' Gold Award - CIPR Pride Awards 2018 and Silver - Public Sector CIPR Pride Awards 2018.
- Designed and implemented the current borough wide 'Wanted' and 'Superhero' campaign for Swindon Borough Council. The objective was to increase public awareness to recruit 100 foster carers over 5 years. Working with focus groups I designed the creative and messaging for all print and digital assets.
- Designed and built up a significant digital presence for Swindon Borough Council, increasing its profile through streamlining social media accounts. Bought all e-newsletters into a single corporate account, standardised design and improved their content and shared data with service areas to measure and improve engagement.

CONTACT

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PORTFOLIO

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REFERENCES

Natalie Moore: Branding Marketing Manager: natalie.moore@vets4pets.co.uk

Phil Avery: Head of Communications: pavery@swindon.gov.uk

Hilary Basing: Head of Design: hilary.basing@capita.co.uk

Gavin Calthrop: Head of Communications: gcalthrop@stonewoodbuilders.com