

Rachael Thomas

Portfolio: www.midnightsnack.net | Email: rachaelnthomas@gmail.com
403 W.Vermont St., Apt #257, Indianapolis, IN 46202

I want to add value to your agency with my experience through a part-time creative internship for the Spring of 2012.

ACADEMIA

Indiana University at Indianapolis - Kelley School of Business May 2012
Bachelor of Science, Majoring in Marketing & International Studies

Indiana University at Indianapolis - School of Liberal Arts May 2012
Bachelor of Arts, Majoring in Visual Media Arts

Bepko Scholar 2007 - Present
Klapper Family Foundation Scholarship 2010 - Present
EDSF Board of Directors Scholarship 2010
Member of the Golden Key International Honor Society 2008 - Present
Member of Beta Gamma Sigma, Alpha Lambda Delta, & Phi Eta Sigma

EXPERIENCE

Freelance Graphic & Web Design (Portfolio: www.midnightsnack.net)
Owner/Designer/Consultant

For the past three years, I have been providing small businesses, artists, and musicians with unique web, print, design and social media solutions for their diverse needs.

Student Activities Programming Board 2008 - 2010
Marketing Co-Executive

I created advertising campaigns for IUPUI's programming board and created the brand personality for the largest group on campus. These efforts increased event attendance averages almost 90% over two years, doubled Facebook engagements, and increased brand awareness.

CREATIVITY

Dead Unicorn Society (www.deadunicornsociety.com) 2010 - Present
Co-Founder & VP of Marketing and External Affairs

The Dead Unicorn Society is an improv group I co-founded in Indianapolis. I organized events and used social media to promote participation in creative improv and flash mobs around Indianapolis. It's been a huge success with over 800 Facebook "Likes" and thousands of views on YouTube.

Schemestresses (youtube.com/schemestresses) 2010 - Present
Video Content Producer

I regularly create engaging content on the Schemestresses YouTube channel that has thousands of subscribers. I coined the name and developed the continuity of the brand. During a YouTube charity event called "Project for Awesome," I created a video about Operation Christmas Child that was featured on the YouTube homepage and gained over 30,000 views.