

SUMMARY

Dynamic and results-driven marketer with a proven track record in marketing, creative direction, and graphic design leadership. Expert in end-to-end proposal development, brand building, and strategic marketing with a demonstrated success in streamlining processes, driving brand growth, and content driven growth & engagement on social media. Seeking new opportunity to collaborate with a winning team.

LET'S WORK TOGETHER.



EDUCATION

HANCOCK HIGH SCHOOL

Diploma, Kiln, MS, 1999

ART INSTITUTE OF HOUSTON

Associate Degree of Applied Science
Graphic Design, 2004

HTML CERTIFIED

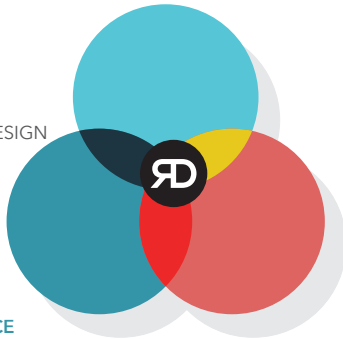
W3schools, 2013



NUTRITIONAL SKILLS

BRIGHT IDEAS

- MARKETING
- BRAND BUILDING
- CONTENT STRATEGY
- SOCIAL MEDIA
- GRAPHIC + WEB DESIGN
- ANALYTICS
- INTERACTIVE
- DIGITAL MEDIA
- PRINT & PRESS
- ANIMATION
- ILLUSTRATIONS



STRENGTHS

- EXPERIENCED
- CREATIVE
- RESOURCEFUL
- CURIIOUS
- DEDICATED
- ENGAGING
- STRATEGIC
- THOUGHTFUL
- HILARIOUS!

SKILLS & EXPERIENCE

- ADOBE CREATIVE SUITE
- MICROSOFT OFFICE
- ADOBE ACROBAT PDF
- GOOGLE ANALYTICS
- PROCORE
- COSENTIAL
- ARC GIS
- CANVA
- YOTPO
- ECOMMERCE
- EMAIL MARKETING
- HTML
- FIGMA
- UI/UX

CREATIVITY

- CONTENT CREATION
- PHOTOGRAPHY + SHOT LISTS
- BUDGET DEV
- COPYWRITING/EDITING
- CONCEPT DEV
- BRAND BUILDING
- ART & CREATIVE DIRECTION
- PROJECT MANAGEMENT
- TIMELINE
- PRODUCT LAUNCH STRATEGY
- PRESS CHECKS
- CAMPAIGNS
- VISION

LOCATION



ADVENTURES

- PAINTING
- DIY
- CYCLING
- HIKING
- TRAVELING
- FASHION
- DOGGOS
- MUSIC
- SKATING



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OZANNE CONSTRUCTION COMPANY (CLEVELAND, OH)

MARKETING MANAGER (09/2022-10/2023)

DUTIES:

- Led end-to-end proposal preparation for RFQs, RFPs, and SOQs for streamlined submissions
- Agenda preparation and reporting
- Analyzed pursuit opportunities for Go/NoGo
- Subcontractor outreach + content management
- Graphic design for content creation for documents, reports, infographics, meetings, and presentations
- Managed B2B business outreach and marketing collateral
- Maintained and updated the company website
- Implement, design, manage, reporting of social media strategy
- Graphic design of custom content + infographics

ACHIEVEMENTS:

- Innovated creative ways to share data, project insights, and new content ideas for brand growth
- Streamlined RFP pursuit process including proposal plan and strategy, resulting in 50+ successful submittals
- Integrated proposal process templates, enhancing efficiency and consistent brand guidelines, tone, and messaging
- 50% engagement growth on linkedin
- Created a digital timeline and archives at www.ozanne.com/archives

NOVELTY LIGHTS.COM LLC (DENVER, CO)

CREATIVE DIRECTOR (HYBRID REMOTE + CONTRACT 2022)

DUTIES:

- Brand guide development and implementation
- Led design and planning for new e-commerce web platform launching in 2025
- Planned and maintained product photography shot lists
- Integrated brand guidelines into marketing strategies including social media, website design, animations, and content creation
- Managed email marketing content, design, and ROI reporting
- Conducted analytics review, management, and reporting
- Analyzed wholesale pricing to develop sale and promotional one-year calendar for email and social strategy
- Created templates and brand guidelines for video + social content for social media: TikTok, Instagram, and Facebook

ACHIEVEMENTS:

- Developed strategic promotional advertisements and marketing content for videos and social media
- Managed social media accounts, achieving a 35% follower growth through strategic social media calendar and email funnel marketing

THE GOODMAN CORPORATION (HOUSTON, TX)

CREATIVE & DESIGN LEAD (03/2016 - 03/2019)

DUTIES:

- Managed creative and project aspects of branding, including proposal analysis and preparation for RFQ pursuits
- Oversaw deliverables and graphic design of print, web, event, and media collateral
- Led internal and external marketing, graphic design, events, and community engagement/outreach
- Executed content writing, marketing, and social media strategy
- Designed, built, and maintained website

ACHIEVEMENTS:

- Updated brand logo and integrated brand guide document
- Implemented online request form submittal process for two offices
- Managed the design and delivery of www.goodmancorp.com

EXPERIENCE

PREVIOUS:
CREATIVE CIRCLE
THE POST OAK SCHOOL
RIGZONE

THE FINGER COMPANIES
ANY LAB TEST NOW
HARGER HOWE ADVERTISING
TEXAS MINT MAGAZINE