

# Rachel C. Brown

Brand Strategist and Designer | rachel@rachelcorinnecreative.com

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## Profile

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Brand strategist and designer with 12 years of experience developing visual identity systems, brand guidelines, and creative campaigns across retail, beauty, healthcare, and self-improvement industries. Skilled in end-to-end creative development with advanced proficiency in Adobe Creative Suite and Canva, and a strong foundation in project management, client relations, and omnichannel marketing. Passionate about building premium brands that connect authentically with their audiences across digital, retail, and experiential touchpoints.

## Experience

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### Rachel Corinne Creative Studio

2014-Present

Owner

- Executed graphic design campaigns for clients in multiple industries including Real Estate, Healthcare, Retail, Self-Improvement, and Beauty
- Developed Brand Guidelines for emerging businesses
- Worked with clients to understand brand identities and developed logo design suites
- Provided social media content and templates
- Studied and created typography for personal and client projects
- Re-branded existing podcast to revamp and release new branding
- Designed new marketing print marketing materials including event posters, pamphlets, business cards, trade show booths

### Rachel Corinne Nail Academy

2019-2022

Owner

- Trained small business nail technicians on a variety of freehand nail art techniques, color theory, and marketing
- Developed and online training class for emerging nail artists
- Filmed content, edited videos, and recorded voice overs for training videos
- One on one training for nail anatomy, art, and continuing education skills for gel nail technicians

### Rachel Corinne Nail Design

2014-2022

Nail Technician

- Collaborated with beauty industry leaders including Orly and Light Elegance to create social media posts for new product releases
- Captured and edited product photos for indie and large nail companies
- Worked directly with PR agencies and marketing departments
- Filmed and edited high resolution videos for the beauty industry
- Worked with clients to execute their design ideas with freehand nail art
- Performed structured gel manicures to improve nail health

## Education & Training & Certifications

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**Southern New Hampshire University** - Manchester, New Hampshire  
*Graphic Design and Media Arts and Marketing*

**Weber State University** - Ogden, Utah  
*Associates Degree in General Education*

### National Society of Leadership and Success

- Foundations of Leadership
- Advanced Leadership
- Executive Leadership

### American Institute for Graphic Arts

- Project Management for Creatives
- Client Relations
- Data Analytics
- Digital Marketing

## Skills

- Adobe Creative Suite
- Figma
- Procreate
- Canva
- Photography
- Microsoft Office Suite
- Google Suite
- Notion