



RACHEL GOLLA

MULTIMEDIA DESIGNER

(918)925-2115 

rgolladesign@gmail.com 

www.rachelgolla.com 

www.linkedin.com/in/rgolladesign/ 

PROFESSIONAL SUMMARY

Creative and detail-oriented Multimedia Designer with expertise in motion graphics, video editing, and graphic design. Experienced in producing engaging visual content across various digital platforms, including websites, social media, and marketing campaigns. Skilled in collaborating with cross-functional teams to develop innovative solutions that align with brand identity and strategy. Proficient in industry-standard design tools and dedicated to staying current with emerging trends and technologies. Passionate about crafting compelling visuals that elevate storytelling and enhance audience engagement.

EDUCATION

Savannah College of Art and Design

Bachelor of Fine Arts in Motion Media Design, Minor in Business Management and Entrepreneurship

Aug. 2019 - March 2023

WORK EXPERIENCE

Freelance Multimedia Designer

Multiple Clients

Feb. 2024 - Current

Freelance, Remote

- Evaluated digital campaigns for multiple clients, implementing effective strategies tailored to their industries.
- Collaborated with creative teams to design visually compelling materials for websites, videos, and podcasts.
- Developed and designed engaging content for social media, blogs, and websites, emphasizing innovative graphic design.

YouTube Video Editor

Poppy Road Digital Strategies

Feb. 2024 - Nov. 2024

Contract, Remote

- Edited videos and integrated motion graphics, visual effects, and audio enhancements to elevate content quality.
- Monitored algorithm updates and industry trends to optimize and refine organic YouTube strategies.

Jr. Content Creator

Flogistix

May 2024 - Aug. 2024

Internship, Hybrid

- Evaluated digital campaigns to identify and implement effective industry strategies.
- Partnered with the creative team to produce visually compelling assets for the Flogistix website, including graphics and multimedia content for videos and podcasts.
- Designed and developed engaging content for social media, company blogs, and websites, with a strong emphasis on graphic design.

Reference available upon request.

Graphic and Marketing Coordinator

Innovative Healthcare Solutions

Aug. 2023 - Feb. 2024

Contract, In-person

- Developed innovative and visually engaging packaging designs for multiple lines of gloves
- Focused on brand alignment, clear product communication, and sustainable design solutions to enhance customer experience and shelf appeal
- Monitored and analyzed website metrics, delivering actionable insights to improve ROI and overall effectiveness.

Reference available upon request.

SKILLS

Software

- Adobe After Effects
- Premiere Pro
- Adobe Illustrator
- Photoshop
- InDesign
- Figma
- Procreate
- Microsoft 365

Professional

- Communication
- Problem-solving
- Teamwork
- Time management
- Adaptability
- Project management
- Interpersonal skills
- Leadership

PROFESSIONAL CERTIFICATIONS & COURSES

Google UX Design Certification | 2024

Coursera

Google Digital Marketing and E-Commerce Certification | 2024

Coursera

Ultimate Figma Masterclass | 2024

The Designership - Michael Wong

Presentation Design and Delivery Certification | 2024

Online Course - Cornell University