

# RACHEL LEE

## Contact

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## Portfolio and Art

[racheleedigitalmedia.com](http://racheleedigitalmedia.com)

[facebook.com/Orcanadian](https://facebook.com/Orcanadian)  
[twitter.com/orca\\_nadian](https://twitter.com/orca_nadian)

## About Me

- Experienced in curating a professional online presence through multiple social media platforms. Can produce and deliver organic content on a weekly basis and maintain audience trust through timely responses.
- Comfortable working in a team or independently, ensuring consistency and communication throughout the project timeline.

## Technical Skills

- Proficient with programs in the Adobe Suite such as Photoshop, Illustrator, and Indesign.
- Experienced with programs in the Microsoft and Google Suites.
- Can quickly learn and apply visual design software.
- Skilled at creative exploration within given constraints.
- Able to work efficiently and within short deadlines.

## Experience

### TECH SPECIALIST & PHOTO LAB TECHNICIAN

London Drugs | AUG 2022 - Present

- Assisted customers with finding products and services with efficiency and courtesy.
- Maintained consistent communication with team members and managers through radios and emails.
- Fulfilled print, film, and merchandise orders within given deadlines at the in-house Photo Lab for several London Drugs locations.

### SOCIAL MEDIA COORDINATOR & EVENT HOST

Transit Museum Society | MAY 2022 - Present

- Promoted public events through social media by implementing content calendars, designing Canva graphics, and providing event photography.
- Maintained audience engagement by replying to comments, messages, and fan-created content.

### DIGITAL COMMUNICATIONS COORDINATOR

Masked For Work | NOV 2020 - JUN 2021

- Planned, created, and scheduled media up to twice per week for Facebook, Instagram, and LinkedIn. Produced stories, blog articles, photography and videos.
- Researched and designed relevant content aligning with yearly themes and current events while reflecting company goals and branding.

### SOCIAL MEDIA MANAGEMENT

Orcanadian Art | MAR 2019 - Present

- Built and managed a community of 1,000+ followers on Facebook and 90+ followers on Twitter within the first year. Content catered to public transit, as a niche topic with broad appeal.
- Planned, created, and delivered new content on a weekly scheduled basis while maintaining friendly brand image through clear and timely interactions with the community.

### FREELANCE ILLUSTRATION

The Buzzer (TransLink) | JUN-AUG 2019

- Delivered a print-focused digital illustration for use on The Buzzer publication and website in promotion of TransLink's Transport 2050 campaign.
- Provided draft sketches for review and modified concepts according to recommendations.

## Education

### BA, Interactive Arts and Technology

Simon Fraser University | 2014 - 2019