

RACHEL GOLLA

MOTION DESIGNER AND SOCIAL STRATEGIST

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www.rachelgolla.com 

EDUCATION

Bachelors Degree in Motion Media Design

Sept. 2019 - March 2023

- Savannah College of Art and Design
- Minor in Business Management and Entrepreneurship

CERTIFICATIONS

- [Google UX Design Professional Certificate](#)
- [Google Digital Marketing and E-Commerce Professional Certificate](#)

SKILLS

Software

- Adobe
 - After Effects
 - Illustrator
 - InDesign
 - Photoshop
 - Premiere Pro
- Cinema 4D
- Madmapper
- Microsoft 360
- Procreate
- Slack
- Asana

Technical

- JavaScript (AE Expressions)
- Python

Professional

- Leadership
- Project Management
- Public Speaking
- Organization
- Problem Framing

ACHIEVEMENTS

CoMotion Showcase: Projection Mapping

2023, 2nd place, [Live Painting](#)

Deans List

2019 -2023

Sutton Art Award for Student Conservation Art

Feb. 2019

Placed 5th out of 500 entries

WORK EXPERIENCE

YOUTUBE CONTENT EDITOR

Poppy Road Digital Strategies

Part-Time, Remote

Feb. 2024 - Current

- Edited videos and incorporated motion graphics, visual and audio effects to elevate the overall quality of content.
- Supported the social media team as needed by editing YouTube shorts to fit TikTok and Reels formats.
- Stayed updated on algorithm changes and industry trends to continually refine organic YouTube strategy

GRAPHIC AND MARKETING COORDINATOR

Innovative Healthcare Solutions

Contract, In-person

August 2023 - February 2024

- Updated existing and created new templates for medical gloves, wipes, and masks to create an appealing aesthetic and increase accessibility
- Created marketing communications plan and brand guidelines, and updated website to match aesthetics

MOTION GRAPHICS DESIGNER

Oklahoma United

Freelance, Remote

May 2023 - July 2023

- Created multi-platform social media campaigns and adapted each post to the correct platform
- Developed and implemented comprehensive social media strategies to increase brand awareness and website traffic

PRODUCER

SCAD's CoMotion, Presented by MOMELove

Student, Hybrid

Nov. 2022 - March 2023

- Worked closely with the design, animation, sound, and projection teams to lead all video editing, file organization, and timeline needs

MOTION DESIGN INTERN

The Arthritis Foundation

Internship, Remote

Nov. 2022 - Dec. 2022

- Created promotional videos for all social media platforms to increase social interaction
- Designed assets ensuring they were brand-appropriate, and aligned with the client's overall creative approach and strategy

DESIGN INTERN

Fabricut

Student Intern, In-person

Jan. 2019

- Developed original and digital animations for multiple promotional videos, performed various technical editorial tasks, and reviewed the edited sequences

DESIGN INTERN

DreamClinic Creative

Student Intern, In-person

Jan. 2018

- Designed, implemented, and managed multiple cross-platform social media campaigns
- Designed logos, graphics, and posters and stayed up to date with current market trends