

# RACHAEL D. LEHMAN

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## SUMMARY

- Technically and artistically skilled, with an aptitude for creative and critical thinking and passion for digital media
- Experience in media design, video editing, motion graphics, videography, social media, and visual merchandising
- Excellent interpersonal communication and teamwork skills, but also motivated to work independently
- Strong technical knowledge, with an ability to multitask, meet deadlines and produce high-quality work under pressure
- Experienced on both Mac and PC platforms

## TECHNICAL SKILLS

- **Software Proficiencies:** Adobe Creative Suite, Final Cut Pro, Avid Media Composer, Avid ProTools, Microsoft Office
- **Social Media:** Facebook, Instagram, Twitter, Tumblr, YouTube, Pinterest
- **Equipment Experience:** RED ONE camera, Panasonic AG-HMC150 AVCCAM camcorder, Canon DSLR, ARRI Lighting Kit, NewTek Tricaster/3Play/LiveText

## RELEVANT EXPERIENCE

### J. Crew, King of Prussia, PA, July 2016 to present

#### *Sales Associate*

- Demonstrated a customer first mindset while working in the store and assisting team members in customer interactions
- Connected with customers by asking open-ended questions and educated customers on product, offers, and promotions
- Drove store sales by delivering strong customer service and suggesting items to meet needs
- Upheld all store policies and procedures, and executed all operational processes effectively
- Worked effectively as a team member during shipment, assisted with visuals, and completed tasks as directed by a leader
- Efficiently operated multi-line phone and cash register systems
- Processed orders through online fulfillment system and prepared packages for shipment

### Freelance, West Chester, PA, August 2016 to November 2016

#### *Video Editor*

- Edited videos for web and broadcast purposes for local companies and organizations

### Polo Ralph Lauren Factory Store, Nashville, TN, April 2016 to July 2016

#### *Sales Associate*

- Demonstrated a customer first mindset while working in the store and assisting team members in customer interactions
- Connected with customers by asking open-ended questions and educated customers on product, offers, and promotions
- Drove store sales by delivering strong customer service and suggesting items to meet needs
- Upheld all store policies and procedures, and executed all operational processes effectively
- Worked effectively as a team member during shipment, assisted with visuals, and completed tasks as directed by a leader
- Efficiently operated multi-line phone and cash register systems

### Banana Republic Factory Store, Nashville, TN, October 2015 to July 2016

#### *Women's Merchandising Specialist*

- Planned and executed company merchandising direction to drive sales and deliver standard operating procedure
- Partnered with leadership team to guide and execute all merchandise presentation decisions
- Adjusted product placement and visual displays based on selling, inventory and merchandising reports
- Utilized Concept Book and Visual Presentation Guide to create a compelling store experience and exciting visual presentation
- Ensured up to date display strategies and correctly implemented current marketing image and signage direction

### Storyville USA, Nashville, TN, April 2015 to August 2015

#### *Intern*

- Observed and assisted with post-production and graphic design projects, including encoding and ingest, editing, and quality control
- Supported the office staff and producers with daily operations of company

### Banana Republic Factory Store, Nashville, TN, June 2014 to October 2015

#### *Sales Associate*

- Demonstrated a customer first mindset while working in the store and assisting team members in customer interactions
- Connected with customers by asking open-ended questions and educated customers on product, offers, and promotions

- Drove store sales by delivering strong customer service and suggesting items to meet needs
- Upheld all store policies and procedures, and executed all operational processes effectively
- Worked effectively as a team member and completed tasks as directed by leader, including training and orientation of new employees
- Efficiently operated multi-line phone and cash register systems and assisted with tracking daily sales goals

#### **High Point University Survey Research Center, High Point, NC, January 2012 to April 2014**

##### ***Interviewer***

- Utilized strategic communication skills to conduct telephone surveys to obtain data used for educational research
- Participated in research funded by a grant from the National Science Foundation, observing and collecting data from congressional campaign and official websites

#### **High Point University, School of Communication, High Point, NC, January 2011 to April 2014**

##### ***Editor***

- Logged, transcoded, and organized raw RED footage; edited and color-corrected short film, *Passengers*

##### ***Production Manager/Editor***

- Scheduled shoots, set up and operated video equipment; edited raw video material into finished product suitable for broadcast
- Partnered with WGHP-TV to provide local news coverage of 2012 Republican and Democratic National Conventions

##### ***2<sup>nd</sup> Assistant Camera***

- Assisted director, director of photography, and 1st camera assistant in the production of a short film, *The Ghosts We Know*
- Assembled RED ONE camera system and tripod, slated scenes, and procured various pieces of film equipment

##### ***Grip***

- Prepared lighting equipment on set of short film, *Connected*; worked with other crew members to ensure that scenes were properly lit

#### **High Point University, Department of Athletics, High Point, NC, September 2010 to April 2014**

##### ***Director/Producer***

- Directed and produced live internet broadcast of sporting events; set up and operated video cameras and NewTek TriCaster system

#### **Taillight TV, Nashville, TN, May 2013 to August 2013**

##### ***Intern/Production Assistant***

- Assisted crew in all areas of production before, during, and after shoots; supported office staff and producers with daily operations

#### **Irrational Films, Greensboro, NC, October 2012**

##### ***Production Assistant***

- Assisted crew members with various production tasks on set of a feature length independent film, *Stomping Ground*

#### **223 Post, Greensboro, NC, September to December 2012**

##### ***Intern***

- Assisted editor with media encoding and short editing projects
- Gained experience with quality control and tape archival

#### **High Point University Student Television Network, High Point, NC, January 2010 to May 2012**

##### ***Producer/Crew Member***

- Worked with team to create bi-weekly variety show and news program
- Produced packages and performed various studio positions

## **EDUCATION**

### **B.A., Communication with a concentration in Electronic Media; minor in Spanish**

#### **High Point University, High Point, NC, 2014**

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| • Overall GPA: 3.74; Dean's List                | • High Point University Survey Research Center                  |
| • Presidential Scholar; Honors Program          | • Nido R. Qubein School of Communication Student Advisory Board |
| • Lambda Pi Eta Communication Honor Society     | • National Society of Leadership and Success                    |
| • Sigma Delta Pi Spanish National Honor Society |   |

## **AWARDS**

### **National Broadcasting Society – Alpha Epsilon Rho, March 2013**

- Grand prize winner in Video Sports Segment category at the National Undergraduate Student Electronic Media Competition