



RACHEL RUNA

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rachelbtu @ gmail.com

PORTFOLIO:
RACHELRUNA.COM

SKILLS

- Graphic Design
- Social Media
- Copywriting
- Video Editing
- A/R Filter Design
- Light Animation
- Web Design

TOOLS

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
 - Premiere
- Microsoft Office
 - Word
 - Excel
 - PowerPoint
 - Outlook
- Asana / JIRA
- WordPress / Squarespace / Wix
- Spark A/R
- Mailchimp

EDUCATION

BS, Marketing
Business Administration

San Diego State University
2014-2016

Esports Management
University of California Irvine
2018

EXPERIENCE

RAW FURY

Marketing Creative | Aug 2018 - Present | Full-Time

- Designing a wide variety of promotional assets in digital or print formats for channels such as social media; 1st party Partner Platforms such as PlayStation, Xbox, Nintendo, Steam; and more
- Supporting the Marketing team on campaigns, beats, and product launches, adding and contributing to the Marketing calendar
- Creating assets for activities and tactics such as social media filters, avatar creators, streams, and animated stickers with views as high as 4M+ on Giphy
- Posting and updating content on company website, Steam, and other platforms
- Communicating with external partners such as Humble on pricing and promotions
- Leading the development of the Raw Fury visual brand and its guidelines as the company's first graphic designer, creating presentations, swag, and more
- Collaborating with Events team and external vendors to create physical assets such as signage and merchandise (including pins, apparel, prints, and more)

BIOLEGEND

Marketing Associate | May 2017 - Jul 2018 | Full-Time

- Created online content such as blog articles, surveys, and videos that received 100-1,000+ views
- Managed social media channels with a total following of over 22,000 people, attaining a record reach of ~64,000 on Facebook
- Delivered newsletters to 50,000+ contacts, achieving a CTR that outperformed the competitor average by 141%

LANDIEGO

Marketing Coordinator | Apr 2016 - Nov 2017 | Part-Time

- Managed all aspects of Marketing for the event such as sponsorships, working with top brands such as Corsair, MSI, HyperX, and more
- Spearheaded the planning of LAN events with an attendance of ~500 gamers, increasing ticket sales by 12.5% from LDS7 to LDS8

CONTRACT & FREELANCE DESIGN WORK

Plastic Fern Studios, Thunder Studios

VOLUNTEERING & PROJECTS

IGDA San Diego, Summoner's Cafe, and Microsoft Store