



Rayne Wood
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To Whom It May Concern:

I have been working as a graphic designer for the past two years, most recently as the Head of Marketing and Design for The Club for Fitness in McKinleyville, California. During my time spent there I helped spearhead branding and marketing for this multi facility fitness center. My main duties included creating various web and print material, designing advertisements, running multiple social media accounts and supplying in-house print needs for the sales and training departments. I updated and added content to the website monthly also working alongside a web developer designing a new website for The Club. I was able to produce detailed and creative content with little direction and short notice. During my time spent at The Club I used expert alignment of innovative graphics to help increase membership monthly, most notably in January, 2020 by 400+ members.

Moreover, my experience working for The Club and various other freelance graphic jobs has allowed me to diversify and adapt my design skills for any project needed. I am technically proficient with the adobe creative suit as well as digital photography. Excelling in the production of print and digital designs (brochures, print and web ads and social assets, event signage, infographics, etc.) Conceptualization of ideas come naturally especially when working in a collaborative environment. However, I also excel in solo work and take initiative to tackle any assignment. My ability to master complex ideas and deep desire to learn new things will ensure that I continually grow within the position.

I am the ideal candidate for this position and look forward to having an interview together.

Sincerely,
Rayne Wood

Check out my Portfolio: raynewood.com