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PORTFOLIO

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TRACY RHINE

Award-winning digital strategist, content and communications creator, with significant internal communications experience. I've successfully managed multi-platform, multi-channel, fast-paced global projects. I'm a self-starter who works well independently, and also a strong collaborator with the ability to navigate corporate, agency, and non-profit environments.

EXPERIENCE

SR. COMMUNICATIONS & BRAND STRATEGIST

RELX Group | New York, NY | Sept 2014 - Present

- Project plan, design and manage corporate and internal communication campaigns for Benefits, HR, Corporate Responsibility, Learning & Development, and Talent Acquisition in the US and UK
- Develop, edit and manage corporate content and brand strategy - to include social media strategy
- Design visual communications to include HTML emails, infographics and interactive content for employees (15k+ in the US and 30k+ global) to increase brand engagement
- Manage various vendor relationships, projects and editorial calendars
- Manage web content and development of the Company's benefits and intranet sites
- Design and manage presentation materials for global C-Suite executives

COMMUNICATIONS & EVENTS COORDINATOR, DIVERSITY & INCLUSION

NBCUniversal | Orlando, FL | Sept 2012 - Sept 2014

- Digital and print design and development of all event marketing, branding, and training materials for Universal Orlando's Employee Resource Groups
- Organized, managed and executed over 100 internal and external Diversity & Inclusion events annually
- Managed the processes of booking venues, talent and catering for internal and external events
- Designed the new responsive template for UOTeam.com, Universal Orlando's internal web portal
- Maintained distribution lists, databases and event registration systems
- Onboarded and managed department interns

JR. ART DIRECTOR

Beloved Agency | Orlando, FL | Jan 2012 - Sept 2012

- Designed and managed the creation of print ads/materials, TV commercials, billboards, product packaging, web ads, and client websites
- Managed the creative team's selection of design elements, vendors, models, broadcast talent, and any and all outside sources/purchases needed to fulfill production of each project

FREELANCE DESIGNER & AD SALES INTERN

Discovery Channel | Miami, FL | May 2011 - Jun 2012

- Created story and mood boards for ad pitches to major clients such as Kraft, Panasonic, Marvel and Ford
- Designed templates and promotional materials to use in client meetings and internal and external events to showcase the ideas of the Ad Sales Department

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA, 2012

Bachelor of Arts in Advertising
& Public Relations

SKILLS

- Project & vendor management
- Web development & SEO
- Adobe Creative Suite proficiency
- Event planning & management
- Copywriting & editing
- Brand development

AWARDS

PLATINUM HERMES AWARD
Communications rebrand, 2017

PLATINUM MARCOM AWARD
Financial rebrand, 2017

GOLD COMMUNICATORS AWARD
Microsite design & visual appeal, 2016