

Rakel Johnson

arthyrakel@gmail.com • www.rakeljohnson.com • Suitland, MD

JOURNALIST AND ILLUSTRATOR

Delivery through Personal Performance and Leadership

PROFILE

Highly motivated journalist, illustrator, and graphic designer with years of experience in effective communication, visual storytelling and customer service. Extremely versatile and able to adapt to a wide variety of design/illustration styles and adjust journalistic writing/production across media platforms. A proven performer and leader who quickly and successfully responds to ever-changing environments and situations, consistently achieves goals within critical deadlines, and can leverage an eye for detail, ensuring superior quality and satisfaction. Focused, diligent, able to work both independently and collaboratively, goal-oriented, and conscientious.

CORE COMPETENCIES AND SKILLS

- Multimedia Journalism • Writing and Storytelling • Illustration • Photography/Photo Editing
- Videography/Video Editing • Editorial Illustration • Typography, Color Theory, Layout and Composition
- Graphic Design • Fine Art • Drawing and Sketching • Digital Illustration • Visual Communication • Critical Thinking
- Time Management • Organization • Attention to Detail • Problem Identification and Problem Solving
- Customer Service • Technical Support • Interpersonal Communication and Teamwork

SOFTWARE

- Adobe Illustrator • Adobe Premiere Pro • Adobe Photoshop • Adobe InDesign • Microsoft Office Suite
- Google Workspace • Keynote and PowerPoint • WordPress • MacOS and Microsoft Windows OS

LANGUAGES

- English (Native) • Spanish (Intermediate)
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PROFESSIONAL EXPERIENCE

Search Engine Quality Evaluator

Suitland, Maryland
TELUS International

Aug 2022 - Present

Analyzes and provides feedback on text, web images, and other types of information for leading search engines, based on extensive guidelines. Reviews the results returned in any given search query and evaluates them in terms of relevance and quality. Categorizes key data in order to improve search engine algorithms and enhance the overall web search experience of users.

Freelance Illustrator and Graphic Designer

Suitland, Maryland
Self-Employed

Oct 2021 – Present

Performs commissioned illustration and graphic design work including logos, album/cover art, book illustrations, infographics, and drawings in both traditional fine art styles and digital media. Utilizes professional skill sets to provide exceptional products and deliverables to the customer base.

Senior Specialist, Customer Care

Bethesda, Maryland
Total Wine & More

May 2020 – Oct 2021

Assisted customers with a myriad of inquiries including customer orders, product information, and company policies. Generated loyal customers by building relationships, developing trust through each interaction, and creating positive customer experiences. Leveraged systems quickly and efficiently to provide customers with accurate solutions and information. Identified and communicated contact trends to leadership in order to improve our workflows, website/app, and standard operating procedures. Voluntarily created graphics and content for team meetings.

Blogger Topics Creator

May 2019 – Feb 2020

St. Petersburg, Florida
The HOTH

Conducted keyword research, topic creation, and SEO for companies of various industries based on the client's products/services, content marketing needs, and target audience.

AppleCare iOS Senior Advisor
Cupertino, CA
Apple

Jul 2018 – Jan 2019

Provided advanced technical support and troubleshooting for iOS, watchOS, and macOS devices while providing customers with a memorable customer service experience. Maintained ownership of iOS/watchOS cases until a full resolution with Apple is achieved. Communicated and escalated cross-functionally within the organization as necessary, depending on scope of support. Collaborated with Apple engineers to track trending bugs/issues, to be addressed with future software updates. Voluntarily created and distributed fun, informational graphics for the team.

AppleCare Technical Advisor (iOS + MacOS)
Cupertino, CA
Apple

Aug 2016 – Jul 2018

Provided technical support and troubleshooting for iOS, watchOS, and macOS devices while providing customers with a stellar customer service experience and timely issue resolution. Communicated cross-functionally within the organization as necessary, depending on scope of support. Escalated select cases to Apple Senior Advisors for resolution, per standard operating procedure.

Illustrator
Athens, GA
The Red & Black / Ampersand Magazine

Feb 2016 – Jan 2017

Created graphics including spot editorial illustrations, full magazine spreads and front pages, based on news stories and features.

VOLUNTEER EXPERIENCE

COLLEGE CONNECT PROGRAM, SABEW - Formulated stories for print about personal finance as it relates to college students. Participants get their work published with SABEW and a stipend.

MARKETING MANAGER, MUSIC ONLY - Designed fliers for events while managing and promoting the organization's social media presence and engagement online.

STAFF WRITER, UGA ELITE - Wrote and produced a plethora of stories on deadline, particularly on race in higher education.

EDUCATION

Bachelor of Journalism, A.B.J - MAGNA CUM LAUDE
UNIVERSITY OF GEORGIA
DECEMBER 2017 - 3.9 GPA
Grady College of Journalism and Mass Communication
Athens, GA

Studio Art Minor
UNIVERSITY OF GEORGIA
DECEMBER 2017 - 3.9 GPA
Lamar Dodd School of Art
Athens, GA

AWARDS AND HONORS

DEAN'S LIST - Fall 2014 through Fall 2017
PRESIDENTIAL SCHOLAR - Spring 2015

PORTFOLIO: www.rakeljohnson.com
PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST