



Addison Raber

MARKETING COORDINATOR

CONTACT

- raberaddie@gmail.com
- 815-867-3055
- Portfolio
- LinkedIn
- Gridley, IL | St. Joseph, MO

EDUCATION

BACHELOR OF SCIENCE:
Agricultural Communications, 2025
Oklahoma State University
Stillwater, OK

BACHELOR OF SCIENCE:
Animal Science, 2025
Oklahoma State University
Stillwater, OK

ASSOCIATE OF SCIENCE:
Animal Science - Transfer, 2021
Kaskaskia College
Centralia, IL

SKILLS

TECHNICAL

Adobe Creative Suite
InDesign, Premiere Pro, Illustrator,
Lightroom, Photoshop
WordPress | Wix
Microsoft Office 365
Canon | Nikon

CREATIVE

Graphic Design
Photography | Videography
Photo Editing
Print Production
Visual Storytelling
Brand Design

MARKETING AND COLLABORATION

Social Media Content
Team Collaboration
Project Management
Effective Communication
Organization

CAREER OBJECTIVE

Creative and detail-oriented marketing and graphic design professional with experience developing print, digital, social media, photography, and video content that supports brand awareness, customer engagement, and sales initiatives. Skilled in Adobe Creative Suite, project coordination, print production, visual storytelling, and cross-functional collaboration. Seeking to bring strong design, marketing, and agriculture industry experience to Birkey's Farm Store, Inc. by supporting customer-focused campaigns, engaging brand communication, and overall business growth.

EXPERIENCE

Graphic Design Administrator – Marketing

BioZyme, Incorporated – St. Joseph, MO *June 2025 – Present*

- Design and produce digital, print, e-commerce, and motion graphics that support marketing initiatives across multiple BioZyme brands, including AO-Biotics, Backyard Boost, DuraFerm, Gain Smart, Sure Champ, VitaFerm, Vitalize EQ and Vitalize K9.
- Capture product, livestock, and lifestyle photography to develop and maintain a visual asset library utilized across websites, advertising campaigns, social media platforms and marketing materials.
- Create compelling visual content that communicates product benefits, supports sales initiatives, and strengthens audience engagement while maintaining brand consistency across digital and print platforms.
- Manage multiple projects simultaneously while collaborating cross-functionally with marketing teams to deliver high-quality creative assets within tight deadlines.

Nutrition Marketing Intern

Earlybird Feed & Fertilizer – Goodfield, IL *May 2024 – August 2024*

- Designed livestock feed information sheets to support sales, improve product visibility, and enhance customer education across the Midwest region.
- Conceptualized, filmed, and edited promotional videos for the 2024 Illinois State Fair t-shirt launch, contributing to an increase in pre-orders and \$25K in additional revenue.
- Compiled a company-wide employee directory through site visits to improve internal communication and accessibility across departments.
- Assisted with marketing initiatives by creating visual and promotional content that lifted brand awareness and customer engagement across digital and print platforms.

Event Photographer

Genesee Photo Systems – Stillwater, OK *February 2022 – June 2025*

- Captured high-quality graduation composites and event photography for large-scale ceremonies and OSU-sanctioned events in fast-paced environments.
- Promoted and sold photography packages and merchandise to attendees, generating more than \$15,000 in seasonal sales.
- Developed targeted social media advertising campaigns that increased online traffic and boosted event photo sales.
- Delivered high-quality images while providing professional customer service under tight event timelines.

Extended Marketing Intern

Sullivan Supply – Dunlap, IA *January 2023 – August 2023*

- Photographed livestock events and winning entries for The Pulse, creating visual content that increased social engagement and boosted post interactions by 60%.
- Managed daily operations for The Pulse website, supporting audience growth through strategic content scheduling and promotions that expanded reach to more than 10,000 followers across platforms.
- Designed digital advertisements for The Pulse, Facebook, and Instagram, improving brand visibility and increasing click-through rates by 35% over previous campaigns.