

# ADDISON RABER

Gridley, IL | (815) 867-3055 | [raberraddie@gmail.com](mailto:raberraddie@gmail.com) | [Portfolio Link](#)

## PROFESSIONAL SUMMARY

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Versatile and visually-driven communications professional with three years of experience in graphic design, content creation, and brand development across digital, print, and social platforms. Highly skilled in the Adobe Creative Suite with a strong ability to produce engaging marketing materials, promotional videos, and campaign assets that drive brand awareness and support business growth. Proven success in collaborating across departments to execute strategic marketing initiatives, strengthen customer relationships, and support event planning efforts. Proficient in digital marketing tools, SEO practices, and customer engagement strategies. Known for clear communication, creative problem-solving, and the ability to manage multiple projects in fast-paced environments—ready to contribute to a team focused on aggressive growth and brand impact.

## WORK EXPERIENCE

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### EVENT PHOTOGRAPHER

Feb 2022 – Present

*Genesee Photo Systems – Stillwater, OK*

- Captured high-quality graduation composites for over 500 graduates during fast-paced ceremonies, achieved a 95% satisfaction rate based on post-event surveys, contributed to a 30% increase in repeat client bookings.
- Developed and executed targeted advertising campaigns across social media platforms, promoted OSU-sanctioned event images that resulted in a 40% boost in online sales, increased overall engagement by an average of 60%.
- Engaged with up to 200 attendees per event to effectively promote photography packages and merchandise, successfully sold over \$15,000 worth of products during peak seasons.

### NUTRITION MARKETING INTERN

May 2024 - Aug 2024

*Earlybird Feed & Fertilizer – Goodfield, IL*

- Developed and produced nine comprehensive feed information sheets for livestock sales, enhanced product visibility and knowledge, contributed to a 15% increase in customer inquiries across the Midwest region.
- Conceptualized and filmed marketing videos for the 2024 Illinois State Fair t-shirt launch, lead to a 30% boost in pre-orders compared to the previous year's campaign, finally generated an additional \$25K in revenue.
- Conducted site visits to all Earlybird locations to compile a detailed employee directory for upper management, improved internal communication efficiency by 40% and enabled quicker access to personnel information across all departments.

### EXTENDED MARKETING INTERN

Jan 2023 – Aug 2023

*Sullivan Supply – Dunlap, IA*

- Oversaw daily operations of 'The Pulse' (website), enhanced audience engagement by 40% through strategic content scheduling and targeted promotions, increased reach to over 10,000 followers across platforms.
- Developed and executed innovative ad designs for 'The Pulse,' Facebook, and Instagram that elevated brand visibility, achieved a click-through rate (CTR) improvement of 35% over previous campaigns.
- Photographed and showcased winning livestock entries for 'The Pulse,' lead to a 50% rise in user-generated content submissions and boosted overall post interactions by 60%.

## EDUCATION

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Oklahoma State University

*Bachelor of Science in Agricultural Science & Natural Resources*

Majors: Agricultural Communications and Animal Science

Jan 2022 – Present

*Expected Graduation May 2025*

Kaskaskia College

*Associate of Science in Agricultural Science & Natural Resources*

Major: Animal Science Transfer

Aug 2020 – Dec 2021

## SKILLS

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Proficient in Adobe Creative Suite, emphasis in InDesign, Illustrator, Photoshop, and Premier Pro, Microsoft Office, Print Design, Typography, Copywriting, Web Design, Excellent Camera Knowledge, Photography Editing, Videography Editing

## LEADERSHIP & ACHIEVEMENTS

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OSU Agricultural Communicators of Tomorrow – Stillwater, OK | Member (2022 - Present)

OSU Dairy Science Club – Stillwater, OK | Member (2022 - Present)

Kaskaskia College Dairy Judging Team (2020-2021)

- *National Champion Team – 2<sup>nd</sup> High Individual Reasons – 3<sup>rd</sup> High Individual Overall*