**Rachael Ingobo**
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## EDUCATION

**Bachelor of Arts, Immersive Media Design & Technology and Information Design** Expected: May 2026
University of Maryland, Arts & Humanities & College of Information GPA: 3.895
Honors College - Design Cultures and Creativity

## TECHNICAL & PROGRAMMING SKILLS

Technical: **Adobe Creative Suite**, Google Suite, **Canva**, Figma, **HTML**, **CSS**, & **JavaScript**
Soft skills: **Creativity**, Collaboration, Flexibility, **Attentiveness**, & **Reliability**

## EXPERIENCE

**Graphic Design Intern,** *Primary Wave Music* Aug. 2025 - Present
- Assisting with creating social media assets, one-sheets, and other marketing materials to support ongoing projects. Designing for over 25+ projects and presentation decks for different artists & their estates.

**Promotions Team Lead,** *Student Entertainment Events, College Park* June 2025 - Present
- Assisting in advising a promotions team to publicize and market SEE and its events effectively. Manages and monitors all budget expenditures for a budget of over 40k.

**Design COSI,** *Office of Multicultural Involvement and Community Advocacy, College Park* Feb. 2025 - Present
- Creating promotional materials for event marketing and outreach. Designing promotional materials to boost visibility and attendance for student-led events, consistently drawing around 100 attendees.

**Communications Intern,** *B-360* May 2025 - Aug. 2025
- Managed marketing campaigns, website updates, and social media presence for a 9,000+ following. Created creative content for newsletters and promotional materials across a subscriber base of 2000+.

**Video, Design, Content Creation Intern,** *The Syndicate* May 2025 - Aug. 2025
- Worked with other designers to brainstorm, strategize, and execute the company's and clients' visual design needs. Created graphics, videos, and researched marketing strategies for 50+ projects.

**Marketing & Events Intern**, *Young, Black & Giving Back Institute* May. 2024 - Aug. 2024
- Managed email marketing campaigns and designed creative content for newsletters and promotional materials across a subscriber base of 1,000+. Analyzed social media analytics and strategized future marketing efforts.

## LEADERSHIP/ ACTIVITIES

**Multimedia Director**, *Student Entertainment Events, College Park* Jan 2025 - Present
- Generating and curating digital content, including videography and photography. Responsible for live recording and photography of events, and editing media content for events with audiences of 500+ attendees.

**Design Director**, *Student Entertainment Events, College Park* Nov. 2023 - May. 2025
- Created promotional materials for events, each drawing over 500 attendees. Spearheaded research and development of new advertising formats.

**Design Director**, *Technica, College Park* Dec. 2023 - Nov. 2024
- Led a design team and coordinated with other Technica teams. Directly involved in crafting compelling infographics, social media posts, and merchandise designs.

## AWARDS & SCHOLARSHIPS

**6x ARHU Dean's List**, Achieved over a 3.5 GPA, and took more than 12 credits
**University of Maryland - President's Scholarship**, Merit-based Scholarship
**University of Maryland - RESET Scholarship,** Leadership Scholarship
**Josh Burdette Memorial Scholarship**, Leadership Scholarship