

# RHEA JAUHAR

Designer // @rhealitydesigns\_

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## EDUCATION

### MFA GRAPHIC DESIGN

BOSTON UNIVERSITY

2020 - 2022

### CERTIFICATE DESIGN II

PARSONS SCHOOL OF DESIGN

JULY 2018

### BA JOURNALISM

INDIANA UNIVERSITY

2013 - 2017

*Specializations: Public Relations and Advertising Minors: Business, Marketing*

## LANGUAGES

### ENGLISH

FLUENT, NATIVE

### HINDI

PROFICIENT (SPOKEN)

### SPANISH

INTERMEDIATE

## SKILLS

ADOBE CREATIVE SUITE

DREAMWEAVER

PROCREATE

INVISION

PHOTOGRAPHY

MICROSOFT OFFICE

## PORTFOLIO

## EXPERIENCE

### MECHANISM WELLNESS | Creative Director [PART-TIME]

DECEMBER 2018 - PRESENT | NEW YORK, NY

Manage overall visual and verbal branding, including logo and icon creation, product naming, packaging, and website development in partnership with external agencies.

Design social media assets, investor & client pitch decks, email templates, external selling pages, and collateral materials for pre-launch clients.

### SAP | Creative Content & Partnerships Intern

MAY 2021 - OCTOBER 2021 | NEW YORK, NY

Formulated a visual identity and created supporting assets for an internal Diversity & Inclusion campaign.

Constructed an interactive informational document about SAP's new Purpose and Sustainability Center enhancing virtual partner tour & event communications.

Created various visual assets including infographics, social media templates, internal web page graphics, digital wayfinding and Expo 2020 print and digital graphics.

### COGNI INC. | Marketing & Design Contractor

OCTOBER 2019 - JULY 2020 | NEW YORK, NY

Developed branded messaging for press releases and external web pages to increase brand recognition.

Lead focus groups to understand the target market and their needs, resulting in next steps for marketing and product development teams.

Managed cross-platform social media strategy, content creation and scheduling.

### BURSON COHN & WOLF | Account Coordinator

OCTOBER 2018 - DECEMBER 2018 | NEW YORK, NY

Researched and curated lists of influencers for specific campaigns.

Wrote and distributed materials including pitch letters, news releases, backgrounders, fact sheets, bios, newsletters and prepared remarks.

Created and maintained media lists for several clients and monitored media to report coverage that affected client businesses.

### SAP | Global Branding & Next-Gen Brand Voice Communications

AUGUST 2017 - OCTOBER 2018 | NEW YORK, NY

Grew and improved SAP's internal brand website to enhance employee and agency searches.

Created an internal Marketing Financials and Governance web page helping over 20,000 employees learn about the company's processes and policies.

Enhanced the SAP Brand Ambassador program by creating & amplifying communication materials and leading global trainings.

Supported events at the SAP Next-Gen Innovation center by communicating with partners & sponsors and promoting events through live social media coverage.

Developed a cross-platform social media strategy and managed posting schedules.

### PEPSICO | Marketing Intern

JUNE 2016 - AUGUST 2016 | WHITE PLAINS, NY

Collaborated and aligned with several teams to develop a strategic, team-by-team, proposal to activate a new leading brand, Aquafina, within PepsiCo's NFL and MLB league deals while saving media dollars by utilizing under-leveraged media assets.