

RACHEL WESCOTT *Creative Director*

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SUMMARY

Creative director with 7+ years of experience, who knows brand consistency builds user trust and recognition. I make creative that is clear, functional and beautiful. I love to work cross-functionally and inspire teams. At Lucidworks I helped establish a new brand identity and collaborated with the growth marketing team to drive user engagement with creative backed by data.

CREATIVE DIRECTOR / In-house

Lucidworks – San Francisco, CA
2021–Present

Led creative of Lucidworks brand. Spearheaded rebrand and launch. Designed visual system for the refreshed brand identity, overseeing production of videos, events, HR platforms, email, sales materials, templates, internal and external advertising in B2C and B2B markets.

HIGHLIGHTS

- Rolled out new brand across all internal and external touchpoints: web, digital, print, ebooks, sell sheets, trade shows, email, and social media. Set visual standards for brand guidelines, identity materials, and swag.
- Re-designed and updated Lucidworks.com in partnership with Orbit Media to launch new brand. Directed visual, copy and UI decisions in conjunction with the SVP of Global Marketing and the Director of Marketing to assure strategic alignment of brand story.
- Lucidworks had a marked increase in successful brand recognition and customer awareness in 2022 Q1 to Q2: 11.32% increase in website users, 13.37% increase in new users, 7.05% increase in sessions, 10.57% increase in page views, 76.78% in ebooks downloaded, and 166.67% increase in event registrations.
- Built and marketed campaigns, event landing pages and webinars to drive increased TOF and MOF awareness and engagement for Fusion and new Springboard products. 1500+ leads generated through targeted ABM digital marketing: campaigns via paid digital for brand awareness, demand gen, and sales enablement. EA paid campaign resulted 5 new customer accounts of 90k+ for SaaS product ahead of GA release.

EXPERIENCE

- Owned the brand identity, ensuring a clean, consistent, recognizable brand expression in each channel and touchpoint.
- Developed and implemented brand vision of creative approaches, styles, and templates across marketing touchpoints, including content, web, advertising, social, presentations, and events.
- Collaborated across all business units in tandem with marketers, strategists and copywriters to develop creative concepts and execute deliverables in a range of formats.
- Determined the objective and audience of each asset and provided direction to marketing and copy teams to improve content, reduce or adjust copy, and enhance clarity of the asset through the visual design and layout.
- Managed freelance contractors and external agency partners providing creative direction, copy and feedback. In-charge of \$50k video agency budget.

INDUSTRIES

AI & ML Search
SaaS

CREATIVE DESIGN LEADERSHIP // Agency

Trellist Marketing & Technology – Wilmington, DE
2016–2021

Used creative problem solving skills in a highly collaborative environment to develop captivating digital advertising for B2B and B2C clients. Partnered with expert strategists, analysts, developers and designers to create internal and external advertising solutions.

HIGHLIGHTS

- **MTF Biologics:** Developed marketing strategy and led creative design execution for various initiatives such as: divisional product naming and branding, digital & print advertising, tradeshow marketing, social media campaigns, product brochures, case studies, corporate catalogs, website design, and landing pages.
- **Everything But Water:** Lead creative and UI designer for a custom internal e-commerce app for the purchasing department of Everything But Water. App allows for photography, tagging and organization of potential seasonal retail purchases with export capabilities. Significantly reduced time needed for purchasing decisions to allow EBW to be agile and competitive in the retail luxury fashion space.
- **align5:** Partnered with UX/UI lead to develop competitive analysis and discovery documentation for website relaunch. Advised client on brand and messaging strategy, designed led-gen campaign. Used findings to establish foundations for website redesign. Inaugural lead-gen campaign launch resulted in a 3% CTR for ad placements.

EXPERIENCE

- Developed strategy, branding and creative direction for align5, Seven Hills, NIIMBL, MTF Biologics, Delaware Symphony Orchestra and Ellemara.
- Creative direction on change management and enterprise campaigns for Corteva Agriscience, DuPont and TechData.
- Led creative on social media for MTF Biologics, Chemours, hibu, Coriell Life Sciences, First Quality, Teflon, NIIMBL, and Baker Hughes.
- Designed digital B2C and B2B acquisition marketing for Bank of America, MTF Biologics, Chemours, and Coriell Life Sciences.
- Created app design, UI, and web content for Everything But Water.

INDUSTRIES

Agriculture Finance
Automotive Healthcare
BioPharma Luxury Retail
Cannabis Legal
Chemical Manufacturing
Energy Non-Profits
Entertainment

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ART DIRECTOR // Corporate Design, Contract
Capital One – Wilmington, DE
2013–2016

Art directed internal and external marketing for Capital One Bank, Capital One 360 and Capital One Cafés in conjunction with the Brand Strategy and Marketing team. Used creative problem solving skills to translate abstract information into engaging advertising solutions.

HIGHLIGHTS

- Owned the 360 Brand and Specification guides that driving effective delivery and brand adherence of creative work for Capital One 360.
- Worked cross-functionally in tandem with brand managers to coordinate projects across multiple business lines delivering creative projects in a timely manner.
- Developed updated responsive landing page designs to drive customer response partnering with IT leaders. Average conversion rate increased by 3.37%.
- Capital One Cafe: Designed and facilitated the launch of the new Capital One Cafe website coordinating with multiple project management and IT teams. Successfully lobbied for site re-design to adhere to current brand standards and web technologies. Partnered with lead art director and project brand manager to provide creative direction and coordinate cafe photoshoots across 7 cities.

EXPERIENCE

- Brand steward for Capital One 360 ensuring consistent creative across all channels.
- Art directed for multiple customer, prospect and internal employee-focused advertising campaigns, concept to completion, under established brand standards across both digital and print.
- Led integrated campaign projects encompassing but not limited to the following: online branding and acquisition, responsive web, email campaigns, logos, direct mail, internal and external advertisements, bank retail campaigns.

INDUSTRIES

Finance
Retail

PREVIOUS EXPERIENCE

Managed agency team of 6-8 art directors, graphic designers, production artists and freelancers.

Art directed and designed for digital, print, social media, tradeshow, OOH, TV and web.

ART DIRECTOR // Freelance

Cinema Alliance – Philadelphia, PA, 2013–2018

ART DIRECTOR // Freelance

The Grand Theatre – Williamstown, NJ, 2014-2017

ART DIRECTOR // Ad Agency

The Media & Marketing Group/Star – Voorhees, NJ, 2008–2013

ART DIRECTOR // Freelance

WonkaVision Magazine – Philadelphia, PA, 2008–2010

ART DIRECTOR // Ad Agency

Masterminds – Egg Harbor Twp, NJ, 2007–2008

GRAPHIC DESIGNER // News & Publishing

The News Journal (Gamnet) – New Castle, DE, 2006–2007

INDUSTRIES

Entertainment Publishing
Gaming Retail
Hospitality Restaurants
Music Tourism
News Travel

EDUCATION

Art Institute of Philadelphia • Philadelphia, PA

Bachelor of Science, Graphic Design

Associate of Science, Graphic Design

VOLUNTEER

Philadelphia Academy of Fine Arts • Philadelphia, PA

Docent, 2011–2013

COMPETENCIES

- Adobe CC
- Advertising
- Branding & Identity
- Creative Direction
- Digital Marketing
- Graphic Design
- Illustration
- Lead-gen
- Project Management
- Team Management
- Tradeshow
- Social Media
- Storyboards
- UX/UI