

RACHEL WESCOTT *Art & Creative Direction*

rachelwescott.com • artchique@yahoo.com • 856.905.9129



CREATIVE DESIGN LEADERSHIP // Consulting

*Trellist Marketing & Technology – Wilmington, DE
2016–Present*

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

EXPERIENCE

Strategy, branding and creative direction for align5, Seven Hills, NIIMBL, MTF Biologics, Delaware Symphony Orchestra and Ellemara

Change management for Corteva Agriscience, DuPont and TechData

Social media for MTF Biologics, Chemours, hibu, Coriell Life Sciences, First Quality, Teflon, NIIMBL, Baker Hughes

Digital B2C and B2B acquisition marketing for Bank of America, MTF Biologics, Chemours, Coriell Life Sciences

App design, UI, and web design for Everything But Water

HIGHLIGHTS

MTF Biologics:

Developed marketing strategy and led creative design execution for various initiatives such as divisional product naming and branding, tradeshow marketing, social media campaigns, product brochures, case studies, corporate catalogs, website design, landing pages and microsites.

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 nimble in the fast-paced retail fashion space.

align5:

Partnered with UX/UI lead to develop competitive analysis and discovery documentation for brand 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.

INDUSTRIES

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

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.

EXPERIENCE

Brand steward for Capital One 360 ensuring consistent creative across all advertising 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.

Lead 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.

HIGHLIGHTS

- Supported managers with creative expertise when QA-ing agency partner directed creative for brand adherence and consistency.
- Updated and owned the 360 Brand and Specification guides that determine effective delivery and brand adherence of creative work for Capital One 360.
- Worked in tandem with brand managers to coordinate projects across multiple business lines delivering creative projects in a timely manner.
- Partnered with leaders in IT department to create exceptional responsive web design to drive customer response.

Capital One Cafe:

Designed and facilitated the launch of the new Capital One Cafe website coordinating with various project management and IT teams.

Successfully lobbied for site re-design to adhere to current brand standards and web technologies.

Partnered with other art directors and project brand manager to provide creative direction and coordinate cafe photoshoot across 7 cities.

INDUSTRIES

Finance
Retail

RACHEL WESCOTT *Art & Creative Direction*

rachelwescott.com • artchique@yahoo.com • 856.905.9129



ART DIRECTOR // Ad Agency

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

Art directed and designed print, online, booth displays, outdoor and TV for B-to-C, healthcare, gaming, hospitality and consumer accounts. Managed art directors, production artists and freelancers.

EXPERIENCE

Art direction, graphic design, brand management and copywriting.

Creative design for high-profile clients such as Harrah's Entertainment, Caesars, Total Rewards, Seven Stars, Seneca Gaming Corporation, Citron, Mohegan Sun at Pocono Downs, Virtua and others as assigned.

HIGHLIGHTS

- Collaborated with Creative Director on design layouts and type setting for booklets, catalogs, identities and promotional materials.
- Successfully trained and mentored new hires and younger designers on the processes and procedures of the agency.
- Developed direct mail creative brand standards for Harrah's, Caesars, and Bally's as well as Seven Stars, a nationally recognized high-roller rewards program.

Total Rewards:

Led design of new brand direction for the most-widely accessed casino loyalty rewards program. Successfully demonstrated a marked increase in customer retention and brand awareness for Total Rewards throughout all 40 Harrah's Entertainment casinos including Harrah's, Caesars, Showboat, Bally's and Planet Hollywood.

Seneca Casinos:

Led brand launch for Seneca Casinos, art directing the creative strategy for print, TV, web and social media advertising for a multi-million dollar corporation. The resulting increase of business from the brand relaunch enabled Seneca Casinos to expand their physical presence from two to three locations.

INDUSTRIES

Entertainment	Hospitality
Finance	Luxury Retail
Gaming	Restaurants
Healthcare	Tourism

AWARDS

Printing Industries Award

Best of Category
Seven Stars Renewal Book

AGA Communications Awards

Best Direct Mail
Seven Stars Renewal Book

Best Direct Mail Campaign
Atlantic City New Business Mailers

ART DIRECTOR // Ad Agency

*Masterminds – Egg Harbor Twp, NJ
2007–2008*

Art directed and designed print, online, outdoor for B-to-C gaming, nightlife, airport retail, hospitality and consumer accounts.

EXPERIENCE

Art direction and advertising campaigns for various clients such as: Beau Rivage Resort & Casino, Fallen Oak Golf Club, Monte Carlo Resort & Casino Las Vegas and The Westfield Group.

HIGHLIGHTS

- Collaborated with team of copywriters and other art directors on a new advertising campaign for both JFK & Logan airport terminal interiors.
- Helped conceptual development, design and positioning for new Tom Fazio designed golf course, Fallen Oak Golf Club.
- Designed launch campaign for new Meadows Racetrack & Casino

INDUSTRIES

Entertainment	Restaurants
Gaming	Tourism
Hospitality	Travel
Retail	

GRAPHIC DESIGNER // News & Publishing

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

Designed digital campaigns for local large and small business clients.

EXPERIENCE

Hired to be in charge of the creation of all online advertising sold by internal and external ad executives. Within 6 months was responsible for the main revenue stream for the Online Marketing Department, having been put in charge of the online ad-serving software that supports the editorial content of delawareonline.com.

HIGHLIGHTS

- In charge of monitoring, scheduling and tracking of all online advertising inventory using 24/7 Real Media ad-serving software on delawareonline.com.
- Produced webmercials for advertising and branding promotions as well as Flash or animated banners as directed for Gannet companies such as Careerbuilder.com, Cars.com and ShopLocal.com.
- Supported web producers with designing contest microsite pages, tracking databases and extrapolating collected data.

INDUSTRIES

e-commerce
News

RACHEL WESCOTT Art & Creative Direction

rachelwescott.com • artchique@yahoo.com • 856.905.9129



ART DIRECTOR // Freelance

Cinema Alliance – Philadelphia, PA
2013–2018

Commissioned to design posters, branding and marketing materials for independent film productions.

HIGHLIGHTS

- Magic Door Films: logo and branding for production company launch
- An Ambitious Man: logo, branding, poster, social media design
- The Forgotten Cure: logo, branding, social media design
- Sinner's Moon: logo, one-sheet, marketing strategy, graphic design, posters, social media

INDUSTRIES

Entertainment
Movies

ART DIRECTOR // Freelance

The Grand Theatre – Williamstown, NJ
2014–2017

Commissioned to design posters, direct mail and marketing materials for seasonal theatre productions.

HIGHLIGHTS

- 2017 Season: 39 Steps, Billy Elliott, Next to Normal, The New Normal, Sister Act, The Nutcracker
- 2016 Season: In the Heights, The Glass Menagerie, Guys & Dolls, Altar Boyz, American Idiot, Mary Poppins
- 2015 Season: Ghost: The Musical, Barefoot in the Park, West Side Story, The 25th Annual Putnum County Spelling Bee, Jekyll & Hyde, Miracle on 34th Street

INDUSTRIES

Entertainment
Theatre

ART DIRECTOR // Freelance

WonkaVision Magazine – Philadelphia, PA
2008–2010

Art direction and production for independent arts and music magazine.

HIGHLIGHTS

- Collaborated with nationwide staff on editorial content, giving creative direction to illustrators for commissioned artwork
- Worked with Photo Editor in the art direction, managing and editing of publicist-supplied artist imagery
- Oversaw preflight & production of file mechanicals and creating press-ready files, saving WonkaVision \$2,500 each printing
- Cultivated a favorable relationship with the magazine's print vendor, Curtis Publications

INDUSTRIES

Entertainment
Publishing
Music

EDUCATION

Art Institute of Philadelphia • Philadelphia, PA

*Bachelor of Science, Graphic Design, 2006
Dean's List, GPA 3.8*

Art Institute of Philadelphia • Philadelphia, PA

Associate of Science, Graphic Design, 2002

VOLUNTEER

Philadelphia Academy of Fine Arts • Philadelphia, PA

Docent, 2011–2013

Participated in year-long American Art History docent training program under direction of PAFA's head curator to gain a baseline knowledge of the institution's collection to give gallery tours. Attended monthly continuing education curator talks and walk-throughs to speak competently on gallery updates and special exhibitions.

COMPETENCIES

- Advertising
- Creative Direction
- Change Management
- Corporate Marcomm
- Digital Marketing
- Graphic Design
- Lead-gen
- Packaging
- Tradeshows
- Social Media
- Storyboards
- UX/UI
- Webinars
- Adobe CS
- Office Suite