

Rachel Stolte

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Let's chat.

Education

2019-2021
VCU Brandcenter
Master of Business
Concentration: Art Direction

2013-2017
**Virginia Commonwealth
University**
Bachelor of Science
Political Science

Expertise

Adobe Creative Suite
Animation
Art Direction
Conceptual Design
Digital Photography
Figma
Microsoft Office
Procreate
UX/UI Design
Wireframing

Experience

April 2024 - present / Väsen Brewing Co. / Richmond, VA
Marketing + Social Media Coordinator

- Manage social media content creation and scheduling, aligning with management directives and creative input.
- Capture and curate content from taproom and off-site events to maintain a consistent brand presence and engagement on social platforms.
- Develop and execute comprehensive marketing strategies by analyzing target audience and competitive landscape, enhancing brand positioning, and selecting effective marketing channels and messaging.

February 2022 - October 2023 / Capital One / Richmond, VA
Art Director

- Developed creative assets that effectively communicated marketing objectives across digital and web platforms. Applied strong understanding of brand voice and market positioning to ensure alignment with overarching market strategy.
- Engaged in brainstorming sessions with cross-functional teams to generate innovative ideas and create concepts. Collaborated closely with internal marketing partners, team members, and clients to refine ideas and integrate feedback into final deliverables.
- Managed multiple concurrent projects with varying deadlines, demonstrating strong organizational skills and attention to detail. Utilized strong presentation skills to articulate and sell creative work while fostering partnerships with other designers and copywriters.

June 2021 - January 2022 / MRM / Salt Lake City, UT
Associate Art Director

- Developed and executed strategically aligned creative concepts across various digital mediums including websites, social media, mobile apps, banners, and online video.
- Managed multiple projects from concept to completion, ensuring adherence to client brand standards and timelines, while collaborating effectively with cross-functional teams.
- Presented creative work internally to Creative Directors and account teams, and participated in client presentations to showcase creative concepts and obtain feedback.