

rachelbstolte.com
rachelbstolte@gmail.com
(540) · 604 · 0596

Rachel Stolte

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
Graphic Design
Microsoft Office
Procreate
UX/UI Design
Wireframing

Experience

**October 2024 - August 2025 | Baskervill
Marketing Specialist**

- Conceptualized, researched, and produced marketing materials, proposal responses, and presentations for strategic pursuits.
- Researched clients, market trends, and background information associated with business development efforts.
- Curated and crafted award submissions for industry organizations by selecting project photography, and writing project narratives to showcase each project's unique design story and impact.
- Designed cohesive branded materials for social media, blog content, presentations, and internal documentation, ensuring consistent visual identity across all platforms and communications.

**February 2022 - October 2023 | Capital One
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
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.