

RACHEL REED

BIO

Strategic creative with a passion for people. Experienced leader who loves to have take campaigns from start to finish and collaborate within a team. Conceptual visual artist with a passion for motion graphics, typography, and crafting stories that reach target audiences. Skilled communicator who loves developing creative teams, fostering talent, building client relationships, and pursuing personal growth.

SKILLS

Specializes in 2D motion graphics with high-level knowledge of design, editing, and some 3D (Element.) Excels in Adobe After Effects, Photoshop, Illustrator, Premiere, InDesign, Google Slides, Sheets, Docs.

EXPERIENCE

Associate Creative Director, Motion

FEBRUARY 2021-PRESENT _____ SID LEE, LOS ANGELES

Leads creative campaigns and pitches from concepts to execution. Crafts Art Direction for team to follow while executing social and digital content. Fosters client relationships to encourage collaborative problem-solving. Helps develop the structure of the Social Entertainment creative team by interviewing, hiring, and cultivating junior talent to grow their skills.

Sr. Art Director

SEPTEMBER 2019-FEBRUARY 2021 _____ CONCEPT ARTS, LOS ANGELES

Creative Lead for social and digital creative campaigns including: Fx/Hulu's A Teacher, Disney's Mulan, Disney+'s Black is King, WB's Birds Of Prey, Disney's Spies In Disguise, and more. Lead creative kickoff meetings, involved in client communications, and provided oversight for teams creating content.

Sr. Art Director

NOVEMBER 2018-SEPTEMBER 2019 _____ AVATARLABS, ENCINO

Creative Lead on Fox and Lionsgate accounts. Lead a team of junior creatives (designers and editors) to deliver top-notch social content, pitch decks, digital takeovers, websites, and emerging tech executions. Heavily involved in client communication, pitching concepts, and creative problem solving.

Art Director

JUNE 2017-NOVEMBER 2018 _____ IGNITION CREATIVE, PLAYA VISTA

Executed award-winning social campaigns in the entertainment space (Netflix's Deathnote and Bleeker Street's McQueen) using skills in motion graphics, editing, and design. Worked within a creative team to cultivate junior talent. Other clients: Disney/Marvel, Netflix, Sony, Universal, Youtube, and Facebook.

Art Director

FEBRUARY 2016-MAY 2017 _____ VAYNERMEDIA, LOS ANGELES

Responsible for creative ideation and content creation. Utilized product photography skills to concept, shoot, and produce ongoing content for Ole Smoky Moonshine and Noosa Yoghurt.

Graphic Designer

APRIL 2012-FEBRUARY 2016 _____ ROCKSTAR ENERGY, BEVERLY HILLS

Designed materials for national point-of-sale programs, new product offerings, prize giveaways, athlete promotions, and more. Created event signage, athlete posters, marketing decks, digital promotions, and database implementation to create a system to manage Art Department's assets.

PORTFOLIO

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PHONE

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EDUCATION

Bachelor of Science, Anthropology

DECEMBER 2011

University of Massachusetts -
Boston, Boston, MA

Associate of Science, Business

DECEMBER 2008

Northern Essex Community
College, Haverhill, MA