

# Hi, I'm Rachel Gaede

Multidisciplinary Designer & Creative Thinker

Seeking a creative position in an invigorating, growth-oriented, and collaborative environment. I excel in fusing my passions for technology and culture to create content that engages and evolves with my audience.

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## CAREER HISTORY

### Social Media Manager | Self Employed

Manages @gachelraede social channels, creating organic viral content, and engaging with an audience of 430k+. Coordinates brand partnerships, ensuring content synergy and success with partners such as Spotify, Mattel, Twix, and more. Spearheads public relations, securing media spots like the Today Show, features in People Magazine, and articles in various publications such as Business Insider and Newsweek.

### Art Director & Content Creator | Barbarian Group

Collaborated directly with ACD and GCD to create compelling visuals rooted in social strategy and insights. Elevated campaigns by integrating emerging technology into audience-driven brand activations. Leveraged interdisciplinary expertise in art direction, creative technology, and data analytics to consult for the executive leadership team on new business pitches. Incorporated a deep understanding of social strategy to create content in-house and produce viral brand media.

### Jr. Art Director & UX Designer | Wunderman Thompson

Developed artistic direction for multi-channel campaigns and pitched creative deliverables to executive marketing teams at Snap, Inc. Utilized a creative technology background to work directly with developers to build sites with powerfully intuitive UI and memorable inclusion of data visualizations. Selected to work with Wunderman Thompson's Global Creative Data Group to consult as an art director on specialized projects for the agency's top global clients.

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## EDUCATION & CERTIFICATIONS

### Savannah College of Art & Design

BFA Advertising & Branding; Creative Technology  
GPA 3.8 | Summa Cum Laude

### Google

UX Design Certification

## SKILLS & EXPERTISE

- Adobe Creative Suite
- Figma
- Cinema 4d & Unity
- Spark AR
- Unreal Game Engine
- Instagram, TikTok, CapCut
- Python, R