

RACHEL KADING

ART DIRECTOR

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rachelkading.com

Skills

Creative

- Art Direction
- Creative Strategy
- Design (print/digital)
- Product Photography
- Lifestyle Photography
- Photo Editing
- Video Editing
- Social Design

Technical

- Adobe Creative Suite
- Microsoft Office
- Google Suite
- Asana/Trello/Notion
- Mac OS

Education

Bachelors Degree in Cinema and Television Arts

Elon University
2014 - 2018

Experience

ART DIRECTOR x KINDER BEAUTY

September 2022 - Current

- Oversees development of all visual assets for email, content, and social platforms. Includes creating mood boards, writing creative briefs, designing templates for recurring series, and assisting with graphic design.
- Led the creative concepting, and execution of photography and digital assets for Kinder Beauty's own skincare line "Made By Kinder", resulting in **25% depletion of inventory** with the first week of launch.
- Directed, shot and edited social video campaigns for launch of our lifestyle box resulting in us receiving over **180k views** and surpassing **100k followers** on Instagram.
- Work closely with marketing, development, and merchandising teams to understand business objectives and consumer insights, to proactively contribute strategic and creative ideas.

JR. DESIGNER x KINDER BEAUTY

- Execute digital storytelling with compelling creative (web, email, social, photography, video, advertising, blog, box inserts, etc.) with the goal of raising awareness and education about Kinder's offerings.
- Direct and executes product and lifestyle photography shoots to help further the vision of the brand. Including creating mood boards, writing shot lists, shooting, and editing photography.
- Collaborate with the CEO and Creative Director to visually execute Marketing concepts with cohesive 360 thinking, activation ideas, and design.

DIGITAL CREATIVE SPECIALIST x OSMIA ORGANICS

July 2019 - September 2022

- Led creative execution of all creative assets (web, social, photography, advertising, blog, video, GIFs, printed educational materials) with the goal of communicating the Osmia brand in ways that speak to our customers, support our retailers, and further our mission to educate and inspire.
- Ideated and implemented the creation of a collage campaign for our Seasonal product offerings to showcase our artistry brand pillar and give us flexibility to produce seasonally inspired assets months in advance.
- Worked with Senior Brand Manager and CEO on art direction, ideation and strategic voice for creative projects.