



RACHNA PATEL

rachnapatel.com • 941.587.2651 • rpatel.design@gmail.com

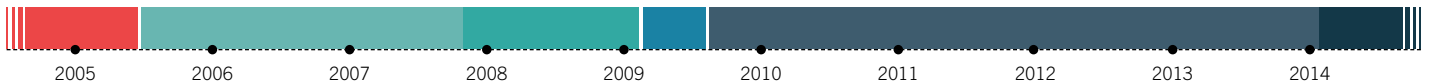
Creative professional with award winning work in marketing and branding for leading global media companies. Adds value in conceptualization, art direction, and the execution of tactics that produce impact and results. Extremely detail-oriented and possesses excellent client presentation and project management skills. Continuing education in motion graphics, responsive design, CSS, Java and HTML. Background in print, web and photography.

SKILLS

*Creative Thinking
Art Direction
Storytelling
Branding
Campaign Strategy
Development
Organization
Time Management*

PROFICIENCIES

*Adobe CC InDesign,
Photoshop, Illustrator,
AfterEffects, Premiere Pro,
Audition, Dreamweaver;
Microsoft Office*



EXPERIENCE

NATIONAL BREAST CANCER COALITION

■ *Creative Director* • 2/2014–Present

- Instrumental in the increased brand profile in digital space
- Modernized and strengthened organizational rebranding efforts
- Advocated for and established video storytelling as a routine component in the organization's marketing and fundraising campaigns
- Conceptualized, scripted and produced state of the art multimedia videos using motion graphics and existing on-camera interviews
- Pushed the envelope on traditional concepts of print design and digital platforms to create unique and memorable pieces

■ *Art Director* • 7/2009–2/2014

- Introduced new technologies and trends to the organization, consistently raising the bar of excellence in visual communications
- Developed successful branding for NBCC and major campaigns
- Conceived and executed dozens of comprehensive marketing campaigns from beginning to end using print, mail, email, video, web advertising, and social media
- Managed individual and cross-departmental projects to ensure cost effectiveness and logistical planning
- Managed and created multiple mini-sites and interactive experiences using Convio CMS and CRM
- Art directed the production of an online learning video series

★ 2011 Excel Award: *Redesign of BreastCancerDeadline2020.org*

BET NETWORKS/DISCOVERY COMMUNICATIONS, INC.

■ *Consulting Designer* • 1/2009–7/2009

- Designed digital and printed branding, advertisements and assets for BET Network's various TV shows and the 2009 BET Awards
- Developed compelling artwork for Discovery's "Men of Discovery"

DISCOVERY COMMUNICATIONS, INC.

■ *Associate Art Director* • 10/2007–1/2009

- Created and branded all marketing materials/ads for the launch of Discovery's network, Planet Green
- Conceptualized and executed multi-million dollar marketing campaigns for Shark Week, Dirty Jobs, I Shouldn't Be Alive, Anthony Bourdain's No Reservations, Samantha Brown's Passport to Latin America and Andrew Zimmern's Bizarre Foods that were featured in *People*, *Fast Company*, *Rolling Stone*, *Conde Nast*, *TIME*, *The New Yorker*
- Excelled in a fast-paced, dynamic and team environment to produce notable results

★ 2008 Promax Award: *Travel Channel HD Trade Ad Campaign*

★ 2007 Promax Award: *Travel Channel Rebranding*

★ 2007 BDA Award: *Anthony Bourdain Menu Ad*

★ 2007 BDA Award: *Travel Channel Traveler Archetypes*

★ 2007 Promax Award: *5 Takes Pacific Rim Promotion*

■ *Graphic Designer* • 6/2005–10/2007

- Crafted concepts and designs for Discovery Channel, Travel Channel, Planet Green, Animal Planet and Military Channel

EDUCATION

BACHELOR OF FINE ARTS

■ *Graphic Interactive Communications* • 9/2001–5/2005

Ringling School of Art & Design, Sarasota, FL

★ 2004–2005 *Best of Ringling Exhibit: Juried by Jeffrey Keedy*

★ 2001–2005 *Ringling Presidential Scholarship*