

RACHEL LORE

Marketing & Creative Content Director



Email: Rachel.M.Lore@gmail.com ✧ Phone: 601350883
Praha, Czechia ✧ [LinkedIn](#)

SUMMARY

I am a Marketing and Campaign professional, with over 15 years of experience crafting ideas and content for Fortune 100 companies. I specialize in working with C-level partners, as well as transforming complex concepts into strategic marketing opportunities and messages that inspire key audiences into action. Today, I have the privilege of co-leading a Marketing agency, where I develop all the KPI-driven campaigns, compelling media assets, and digital events for brands around the globe.

PROFESSIONAL EXPERIENCE

Creative Director

The Milkshake Agency | 2021- Present

- Manages the entire Creative department, executing dynamic marketing strategies and content for clients like Samsung, BMG Records, Vodafone, Prague Studios, Apoketa, and Business Lease.
- Works directly with C-suite stakeholders to define core business objectives and then translate into attractive marketing assets.
- Brainstorms creative story concepts and audience touchpoints; delivers each engagement component from ideation all the way to final production.
- Builds our clients' reputations by identifying and implementing untapped media and message opportunities for brand-relevant causes (for ex: sustainability, support for Ukraine, and LGBTQIA+ events).
- Collaborates across C-Suite, Product, Channel Marketing departments to run the Editorial and Digital Strategy meetings, cross-pollinating digital messaging ideas for effective execution.
- Relevant win: Crafted the concept and promotional content for the artist LP's *Love Lines* album launch. My recommendation to partner with tech-giant Vodafone (and create exclusive BTS) was so successful, we were able to extend the campaign and break engagement records.



PROFESSIONAL EXPERIENCE, CONTINUED

Marketing & Content Director

Capital One | 2015 - 2021

- Led the strategy for Experience Design (XD) and Tech communications, supporting 8 direct reports and a corporate PR/storytelling community of 650.
- Created the consumer strategy and all editorial content behind international campaigns with Spotify, Uber, Hotel Tonight, Hotels.com and Capital One's Savor Card.
- Wrote on behalf of 6 VP+ Stakeholders, crafting external media stories and presentation content in order to inspire audiences towards specific initiatives.
- Developed press releases and evergreen stories for FinTech and Design news publications.
- Owned the weekly analytics dashboard, where I tracked media mentions and shared key insights to stakeholders.
- Crafted all marketing and content creation for XD's event and podcast *What's Up Thursday*. With the right content strategy and story roadmap, I grew listenership from 500 - 10,000+, with an average 9% lift, week-over-week.

ADDITIONAL EXPERIENCE

- Chief Content Strategist | Zoomph (2013 - 2015)
- Principal Marketing Specialist | Deltek (2011 - 2013)

EDUCATION

B.S. of Journalism & Public Relations | West Virginia University, Morgantown, WV
Valedictorian; Perley Isaac Reed School of Journalism, 2008

SKILLS & AWARDS

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| • Content & channel marketing experience | • MailChimp, Emma, & Hubspot email tools | • 2020 CMA Award winner |
| • Campaign creation & demand generation | • Adobe, Canva, & Figma creative tools | • Multi-tasker; able to meet strict deadlines |
| • Microsoft & Google Suites | • Airtable, Asana, & Notion editorial tools | • Rigorous attention to quality and detail |

