

RACHEL PARÉ

CREATIVE STRATEGIST & DIGITAL DESIGNER

CONTACT

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 creativelyrachel.com/portfolio

CERTIFICATIONS

DUDA Developer

July 2024

DUDA Platform Professional

November 2023

DUDA Certified Web Design

July 2021

CORE COMPETENCIES

Brand Strategy
Creative Direction
Website Strategy & UX
Customer Journey Mapping
Brand Experience Design
Content Strategy
Creative Project Management
Client Relations & Discovery
Visual Identity Development
Campaign Development Digital
Marketing Competitive
Research Stakeholder
Communication Website Design
Presentation Design
Generative AI & Workflow Optimization
Adobe Creative Suite

Creative strategist and designer with 6+ years of experience leading brand, website, and marketing initiatives from concept through launch. Skilled in brand strategy, user experience, visual storytelling, and creative project management. Passionate about creating thoughtful brand experiences that strengthen customer connections and support business growth.

EDUCATION

BSD Graphic Design | Arizona State University

AS Culinary Arts | Le Cordon Bleu

AS Business Admin | Estrella Mountain Community

PROFESSIONAL EXPERIENCE

CREATIVE STRATEGIST & DIGITAL DESIGNER

REV77 | March 2020 – Present

- Lead website, branding, and marketing projects across multiple industries.
- Led the design and launch of 50+ websites and digital marketing initiatives across multifamily, finance, real estate, and home services industries.
- Direct projects from discovery through launch, balancing strategy, user experience, and design.
- Develop brand identities, messaging, and visual systems aligned with business goals.
- Conduct website audits, competitive research, and customer journey analysis.
- Collaborate directly with clients to translate business objectives into marketing solutions.
- Design websites, landing pages, email campaigns, digital ads, and sales collateral.

FREELANCE DESIGNER

January 2020 – Present

- Developed visual identities, websites, and marketing materials for small businesses.
- Managed projects from discovery through delivery.
- Created branding systems and promotional assets tailored to client goals.