

RACHELLE MAYNARD - rachellemaynard.com

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CREATIVE DIRECTOR/VIDEO PRODUCER - *Black Cat Advertising 2013 - present*

As a Creative Director and Video Producer, I work in collaboration with our clients and video team, producing a wide variety of video products for broadcasting, including compression output, web-casting, video streaming, and digital distribution. I plan and direct all assigned studio productions as well as oversee operation of small multi-camera studio and portable live studio setups. I strive for excellence and never compromise the quality of our work, even on tight deadlines. Every stage of the project is important to me, right from conception to the filming, lighting, sound and editing. My proudest accomplishment was directing a short documentary based on the journey of people with disabilities gaining their independence by learning practical culinary skills.

ART DIRECTOR - *Black Cat Advertising 2010 - 2013*

As an Art Director, I worked closely with our clients to ensure all print, digital and web projects were completed. It was important to develop strong client relations and dependability, while maintaining exceptional design quality. Daily tasks would include client meetings, press proof, large scale media buys, such as national magazine spreads and animated billboards. Good design will always be my passion.

SENIOR DESIGNER - *Black Cat Advertising 2007 - 2010*

As a graphic designer, I lived, breathed and ate design. Colours, concepts and fonts were things I dreamt about. Working closely with copywriters and the creative director, we built some pretty amazing concepts together, that I am very proud of. The passion of those early years was positively exhilarating, and it remains, sparking the work I do to this day.

SENIOR DESIGNER - *ID Alarm Inc 2006 - 2007*

DESIGNER & ILLUSTRATOR - *Precidio Inc 2003 - 2006*

FREELANCE ILLUSTRATOR - *2001 - Present*

Clients include: New York Times, Washington Post, Denver Post, Globe & Mail, National Post, The Progressive, The Walrus, Macleans.

EDUCATION - Sheridan College

Editorial Illustration - 1999-2001

Graphic Design - 1998

Art Fundamentals - 1997

REFERENCES

Susan Typert - 905.706.5522

Lucia Kinghorn - 416.578.4236