



**RACHELLE
PUCILLO**

RLPUCILLO.COM

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ART DIRECTOR + DESIGNER

Nº.

571 435 2780

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EDUCATION

BFA, Graphic Design Old Dominion University

EXPERIENCE

Freelance Associate Creative Director | 2014 - Present

Senior Art Director | Zeno Group | July 2022 – June 2026

Is the creative lead for social-first, experiential activations that integrate influencer marketing, brand campaigns/collaborations/stunts, and live media events. Guides and directs projects from concept to final execution; directing creative across disciplines like photography/retouching, illustration, video, and animation to deliver consistent, high-quality work. As well as, mentor junior creatives while contributing to new business wins and elevating client relationships.

(Clients include: Google, Kraft Heinz, ALDI, USOPC, Lowe's, Pilgrim's Chicken, and more)

Senior Art Director | The Marketing Arm | Feb. 2021 – July 2022

Oversaw and directed a full junior and freelance team for Pernod Ricard Trade Brands to ensure consistency, craft, and creative impact across several brands. Drove concepting and execution across integrated campaigns. Lead the creative development of consumer experiences and shopper campaigns for additional brands under Pernod Ricard and Yankee Candle.

(Clients include: Yankee Candle, Malibu Rum, Kahlúa, Jameson, Absolut Vodka, Seagrams, and more)

Art Director | TracyLocke | June 2018 – Jan. 2021

Developed and executed national, digital, and in-store creative campaigns, partnering across agency disciplines to bring ideas to life from concept to launch.

(Clients include: Samsung, Pizza Hut, Pepsi, and Dollar General)

Junior Designer | Wildfire LLC. | 2016 – 2017

Promotions & Web Designer | ODU | 2014 – 2016

AWARDS

Dallas Society of Visual Communications Award Show Silver | 2024

Dallas American Advertising Award Silver | 2020

Dallas American Advertising Award Silver | 2019

Dallas American Advertising Award Bronze | 2019

SERVICE

NYCFotoworks

Dallas, TX | 2019 – 2023
Portfolio Reviewer

Dallas Society of

Visual Communications
Dallas, TX | 2018 – 2020
Board Member

Thomas A. Edison

Middle Learning Center
Dallas, TX | 2019 – 2020
Advertising Teacher

**National Student
Show & Conference**

Dallas, TX | 2018 – 2020
Volunteer Member/
Portfolio Reviewer

CONTINUED EDUCATION

Advertising & Creativity Masterclass

by Jeff Goodby & Rich Silverstein | 2021

The 3% Conference | 2019

Passion to Paid Course | 2018

CREATIVE TOOLS

Creative/Ai Programs:

Adobe Creative Cloud, MidJourney, ChatGPT,
Firefly, NanoBanana, Gemini

Additional Experience: Adobe Premiere,
Sketch, Spark AR