



RACHELLE PUCILLO

RLPUCILLO.COM



ART DIRECTOR + DESIGNER

Nº

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EDUCATION

BFA, Graphic Design Old Dominion University | May 2016

EXPERIENCE

Senior Art Director | Zeno Group | July 2022 – Present

Serve as a creative lead on social-first and experiential activations that integrate influencer marketing, LTOs, stunts, and live and media events. Guide teams from concept through execution, directing creative across disciplines like photography/retouching, illustration, video, and animation to deliver consistent, high-quality work. Mentor junior creatives while contributing to new business wins as and elevating client relationships.

(Clients include: Google, Kraft Heinz, ALDI, USOPC, Lowe's, Pilgrim's.)

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

Lead the creative development of consumer experiences and shopper campaigns for brands under Pernod Ricard and Yankee Candle. Drove conceiving and execution across integrated campaigns, while overseeing and directing a team for Pernod Ricard Trade Brands to ensure consistency, craft, and creative impact.

(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)

Freelance Art Director & Designer | 2014 – Present

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