

RACHEL CANTRELL

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EXPERIENCE

Verbal Design Director, R/GA • New York, NY • 06/2021 to present

↳ Senior Verbal Designer, R/GA • New York, NY • 10/2019 to 06/2021

- Lead the creation of verbal identities (voice characters, messaging platforms, and naming systems) for global brands, including Google Play, LEGO, Amazon Prime Video, and Frito-Lay.
- Work directly with visual designers, experience designers, and strategists to establish verbal systems and write copy across channels — including OOH, print, and display ads, plus UX, packaging, and more.
- Present to and collaborate directly with clients on strategic and creative branding work.
- Guide junior writers and designers on developing brand concepts and copy.

Brand Copywriter, Thinx • New York, NY • 11/2018 to 10/2019

- Lead copywriter for all brand and marketing assets — including website and landing page copy, digital ads, e-commerce emails, direct mailers, packaging, and more.
- Developed, pitched, and executed cross-channel messaging strategies for product launches in collaboration with design, marketing, and UX teams.
- Created new voice/style guides and wrote all copy for 2019 rebrand guidelines.
- Built the Thinx copy database, a self-service tool for standardized UX, product, and brand copy.

Verbal Identity Consultant, Interbrand • New York, NY • 05/2017 to 11/2018

- Built creative voice, messaging, and naming strategies for major global brands. Key clients included:
 - Amazon: Created brand guidelines, including all voice, messaging, and copy for gaming division.
 - Microsoft: Developed names, voice, and copy for Mixed Reality and AI offerings.
 - Qualcomm: Built naming and messaging strategy for AI; helped create 2018 rebrand style guide.
- Directly managed, trained, and mentored Verbal Identity intern.

Content Marketing Associate, eponym • New York, NY • 04/2015 to 05/2017

- Wrote, produced, and project managed all original content for in-house brand and partner brands, including *The Chef Series*, featuring Steven Alan in conversation with chefs and food journalists.
- Developed, managed, and executed on cross-platform brand and content strategy (email, web content, social media). Grew in-house brand's email marketing list from 18k to 41k.
- Recruited and managed a team of 10+ freelance copywriters and photographers.

EDUCATION

Columbia University • B.A. in English & Comparative Literature • May 2015

SKILLS

Verbal identity: Brand voice, messaging, and naming strategy

Copywriting: Website copy, digital ads, print ads, UX copywriting, brand style guides, SEO copy

Content marketing: Content strategy, email marketing, social media strategy, SEO strategy

Software/analytics: WordPress, Microsoft Office Suite (Word, Excel, Powerpoint), Photoshop, Google Analytics, Twitter Analytics, Facebook Insights, Power Editor, Hootsuite

Language: Conversational spoken Japanese