



Maxwell Hires Rasche

Associate Creative Director | Multidisciplinary Artist

Education

Miami Ad School
Miami Beach
(2012-13)

Art Direction
Portfolio Program

Tulane University
New Orleans
(2005-09)

Bachelor of Arts:
Communications

Qualifications

15 Years experience
in the Adobe Creative Suite

10+ years of agency experience

Creative lead for big-budget
photo and video shoots

Seasoned graphic designer for
both digital and print

Digital photographer with
background in photo
manipulation and retouching

Experience creating both spot
and hero illustrations in a
variety of styles

Solid foundation in animation
and motion graphics

Passionate lettering artist and
typography nerd

Work Experience

Associate Creative Director | Bond Brand Loyalty (Formerly Drumroll)
Austin (Jan 2019 - Present)

- Provided creative leadership as a trusted partner for myriad Fortune 100 clients resulting in increased revenue and organic agency growth
- Acted as creative owner of a wide gamut of campaigns, driving from their onset and ensuring exceptional results on time and on budget
- Championed the big idea no matter the project scope, producing engaging communications from one-off email promotions to integrated global product launch campaigns
- Acted as key collaborator with production partners, advocating for projects' creative vision and successfully mediating and implementing internal and external stakeholders' input
- Mentored junior creatives, cultivating teams of confident art directors and copywriters
- Clients included AMD, Microsoft, Amazon, Macerich, Joe Nimble, Indeed, Fannie Mae and more

Art Director | DEVENEY
New Orleans (Jul 2016 - Dec 2017)

- Worked in a boutique agency setting to concept and execute award winning integrated campaigns for clients in the travel & tourism, lifestyle and healthcare industries
- Supervised the design and visual output of DEVENEY's creative team
- Enjoyed the responsibility of pitching creative to clients regularly
- Ensured clients' day-to-day design needs were met on-time and error free in accordance with a demanding schedule of digital and print ad placements
- Clients included Windsor Court hotel, Bayou Rum, City of New Orleans, Urban South Brewery, LCMC, University Medical Center, Oak Alley and more

Art Director | Momentum Worldwide - GumboLive
New Orleans (Dec 2014 - Apr 2015)

- Cultivated creative answers to client briefs for above the line campaigns and activations in support of Interpublic Group agencies
- Concepted and produced social content for clients in the spirits category
- Clients included Blu, Buffalo Wild Wings, Coca-Cola, Skyy, US Census and more

Graphic Designer - Web Developer | Imaginal Marketing Group
New Orleans (Jul-Dec, 2014)

- Built and maintained dozens of responsive websites and designed a wide variety of marketing collateral including emails, logos, packaging and other print and web assets
- Clients included salons, spas and other brands in the beauty industry

Older work experience available on request