






RACHEL LORE

CONTENT MARKETING



PERSONAL

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-  Nationality: American
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PROFILE

I am a results-driven content creator with 12+ years of experience leading creative campaigns and teams. I lead the department in building creative communication strategies, carrying out digital marketing campaigns, and developing brand standards.

EDUCATION

BS Journalism & Public Relations
West Virginia University
2005-2008

Executive Development Cohort
BetterUp! Academy & Coaching
2021

SKILLS

PROFESSIONAL

Content & Experience Design
Brand Development
Social Media Marketing
Website Creation
Email & Digital Marketing
Leader Voice & Ghost-Writing
Editorial Planning
UX Behavioral Research

EXPERIENCE

HEAD OF DESIGN COMMUNICATIONS

Capital One | 2018 - Present

- Leads the strategy for Experience Design (XD) content, supporting 4 direct reports and a storytelling community of 650 designers.
- Manages the editorial calendar and weekly delivery of content campaigns.
- Crafts content and design for team assets like websites, apps, blogs, newsletters, video, and leadership keynotes.
- Researches and measures new channel opportunities for leadership voice. My work brought technologies like SoapAux, Open Reel, and Poppulo into our current ecosystem.
- Owns the marketing for XD's event and podcast "What's Up Thursday". Using content strategy, I grew listenership to 750+, week-over-week.

CONTENT MARKETING MANAGER

Capital One | 2017 -2018

- Managed the content campaign roadmap that supported critical milestones for Capital One's data center exit.
- Developed press releases and evergreen stories for FinTech news publications.
- Owned a weekly content analytics dashboard, where I tracked media mentions and shared key insights to stakeholders.

SKILLS

TECHNICAL

HTML & CSS Coding

Google Adwords & Analytics

Email Management Systems:
MailChimp, Poppulo, Emma, Vessel

Content Management Systems:
WordPress, Jive, HubSpot,
Hootsuite, LumApps

UX/UI Systems: Mural, Figma

TRAITS

PERSONAL

Able to meet strict deadlines

Organized & motivated

Centered on user experience

Obsessed about quality

Aligns to KPIs & project outcomes

AWARD

INDUSTRY RECOGNITION



AMERICAN GRAPHIC DESIGN AWARD
2014 WINNER

EXPERIENCE, CONTINUED

CONTENT & CAMPAIGN STRATEGIST

Capital One | 2015 -2017

- Created the consumer strategy and all editorial content behind international campaigns with Spotify, Uber, Hotel Tonight, Hotels.com, and Capital One's Savor Card™.
- Built marketing assets, digital campaigns, and speech content for 10+ Card and Consumer Bank VPs.
- Spearheaded the initiative for internal SEO and content metrics. Within one year, my program led to an 84% open rate of Capital One's broadest internal marketing email.
- Produced video, podcast, and external webinar content across a community of ~450 product and program leads.

CHIEF CONTENT STRATEGIST

Zoomph | 2013 -2015

- Managed the marketing roadmaps and individual performance across a team of visual designers, UX/UI specialists, and copywriters.
- Performed as chief content creator of all client and company promotional assets.
- Developed creative concepts for clients on ways to engage social media audiences. Marketing successes include campaigns for the Washington Capitals hockey team, Twitter DC, Entertainment Weekly, and Michael Strahan's induction to the NFL Pro Football Hall of Fame.
- Developed a series of e-books designed to educate industry leaders on how to grow brand loyalty.
- Led the inbound marketing strategy, using SEO/SEM to grow our organic customer base at an average rate of 11%, month-over-month.

RELATED EXPERIENCE

• PRINCIPAL MARKETING SPECIALIST

Delttek | 2013 -2015

• COMMUNICATIONS SPECIALIST

Children's National Medical Center | 2009 -2013

• COPY EDITOR

QinetiQ | 2008 -2009