



# **Maxwell Hires Rasche**

Creative Director | Visual 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***

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

- Serve as creative lead on diverse portfolio of accounts including Fortune 100 brands, executing campaigns and creative strategies that have generate over \$5M in annual agency revenue
- Lead and mentor cross-functional creative teams, guiding 15+ art directors, designers and copywriters to produce top-tier work aligning with clients' brands and exceeding their goals
- Play crucial role in optimization of creative department, collaborating with producers to plan and allocate six-figure budgets, ensuring efficient completion of 50+ large projects annually
- Maintain a company-leading track record of winning new business pitches, contributing to the acquisition of 10+ high value accounts during tenure at the agency
- Promoted three times over a five-year period for consistently driving creative excellence and contributing to the agency's growth and eventual acquisition by Bond Brand Loyalty
- Develop and guide creative for everything from one-off social posts to global tech product launch campaigns and everything inbetween
- Key clients include Amazon, Microsoft, AMD, Sony, Indeed, Fannie Mae, Macerich, and more

Art Director | DEVENEY  
New Orleans (Jul 2016 - Jan 2018)

- Concepted and executed award-winning integrated campaigns for clients in the travel, tourism, lifestyle, and healthcare industries within a boutique agency setting
- Supervised the creative team's visual output, ensuring high-quality and impactful deliverables
- Regularly pitched creative concepts to clients, developing strong presentation skills while fostering client relationships and trust
- 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
- Key clients included City of New Orleans, University Medical Center, Windsor Court Hotel, Bayou Rum, Urban South Brewery, LCMC Health, and more

Art Director | Momentum Worldwide - GumboLive Think Tank  
New Orleans (Dec 2014 - Apr 2016)

- Served as a trusted and versatile creative resource, developing innovative concepts and activations for challenging client briefs to support Interpublic Group agencies
- Concepted and produced high-engagement social content with little to no budget for a diverse array of clients
- Key clients included Coca-Cola, Skyy, Blu, Buffalo Wild Wings, US Census and more

*Older work experience available on request*