

RACHAEL BAXTER
Design & Photography Portfolio

THE MAKING OF A
SOCIAL ENTREPRENEUR
By Zachary Holland



HELLO

STUNNING DESIGN MEETS POWERFUL STORYTELLING —
TOGETHER, WE CAN TURN YOUR HIGHLY DYNAMIC IDEA INTO
CULTURE-MOVING WORK.

My name is Rachael Baxter and I have over 10 years of experience building communications and brand activation strategies, direct sales campaigns, creative development projects, and leading growth and marketing efforts ranging from performance to customer acquisition. I develop analytical frameworks to measure return on investment and evaluate customer data results to ensure media efficiency. I help position companies as innovative and outstanding experiential brands while translating the company's brand promise visually to guide the customer journey and experience, thoughtfully.

I work with leaders of mission-driven businesses on collaborative projects because I have a passion for investing in our future and for culture-moving work.

I am a creator and entrepreneur living one day at a time in New York City.

CONTACT

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DESIGN SERVICES

CONFERENCES

Booth/Tradeshow Branding
Creative Briefs
Signage
Screen Display
Custom Swag
Banners & Backdrops

BRANDED MATERIALS

Business Cards
Informational Packets
Logo
Custom Artwork
Brochures

MEDIA CHANNELS

Newsletter
Website
Social Media Design
Video Content

PRESENTATIONS

Sales Deck
Webinars
On Stage
Client Briefs

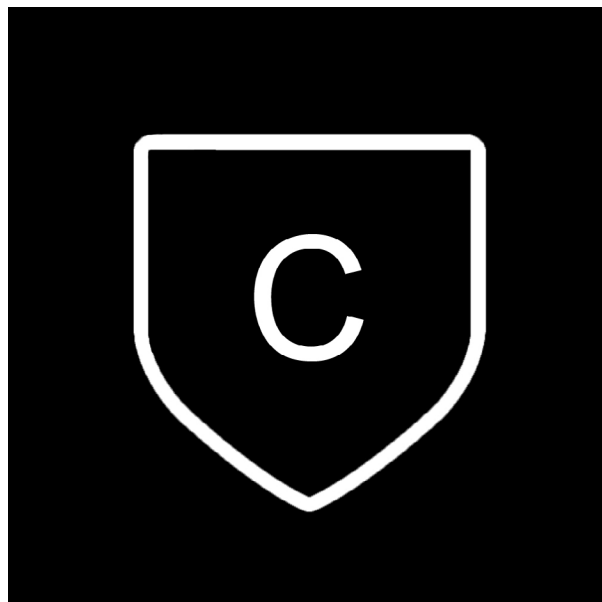
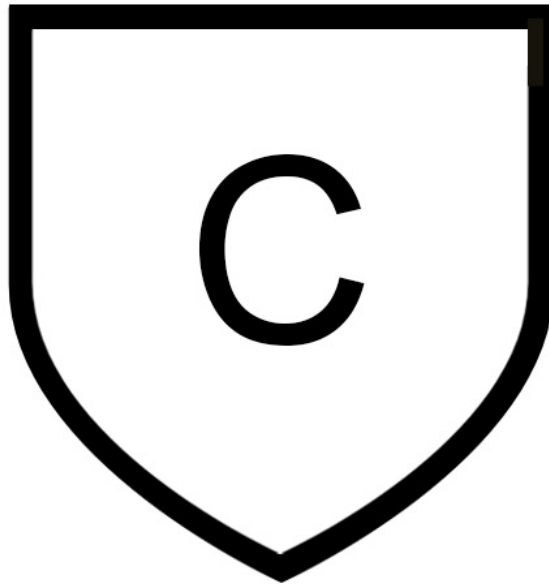
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Annual Reports
Magazine
White Papers

INTERNAL

Style Guide
Brand Handbook
Creative Briefs
Photography

LOGO
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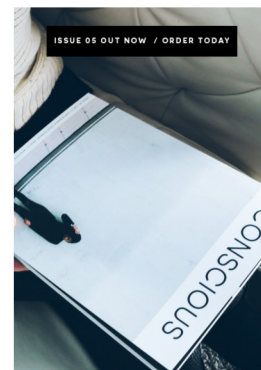
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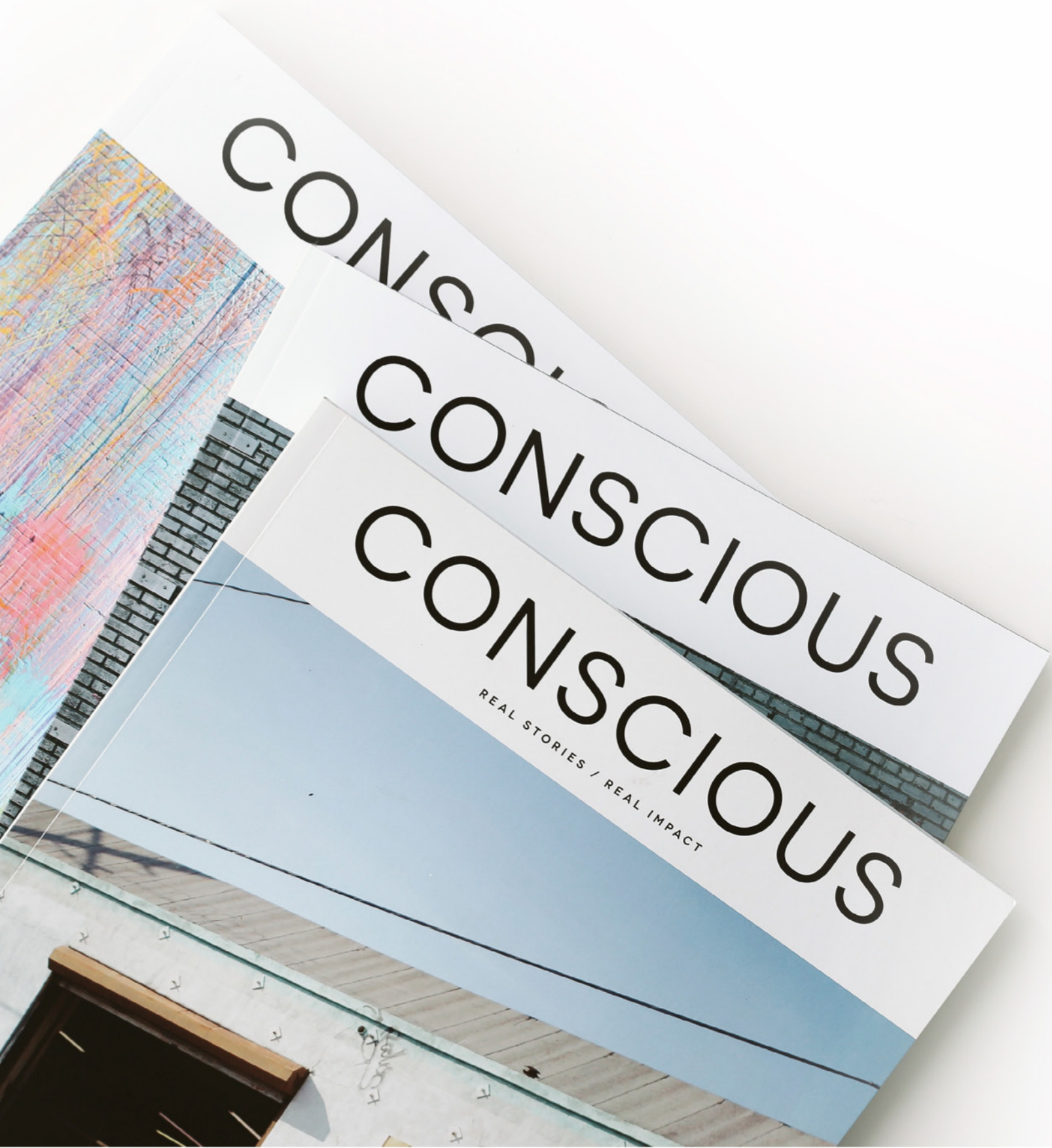
YOUTH: THE DRIVING FORCE OF SOCIAL CHANGE



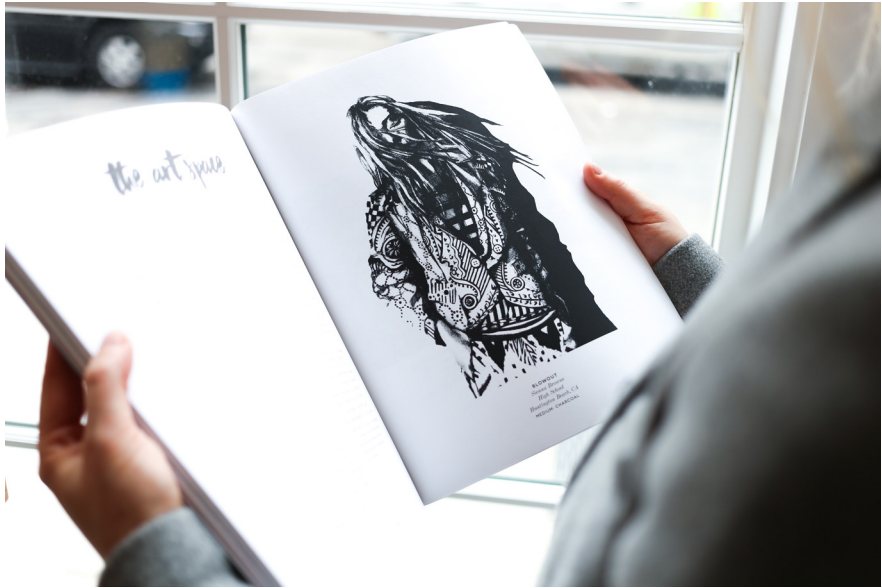
TOP 5 WAYS SOCIAL ENTREPRENEURS CAN TURN NETWORKING INTO MEANINGFUL

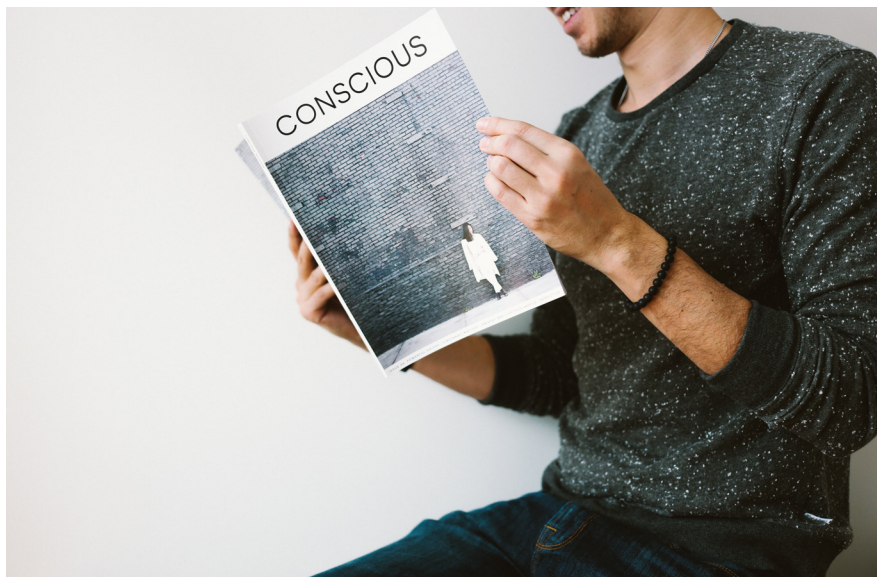


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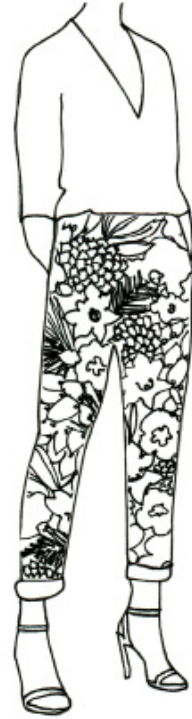
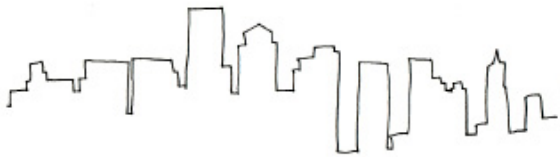
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