

**RACHAEL BAXTER**  
Design & Photography Portfolio





# 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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e: [hello@rachaelbaxter.co](mailto:hello@rachaelbaxter.co)

## 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

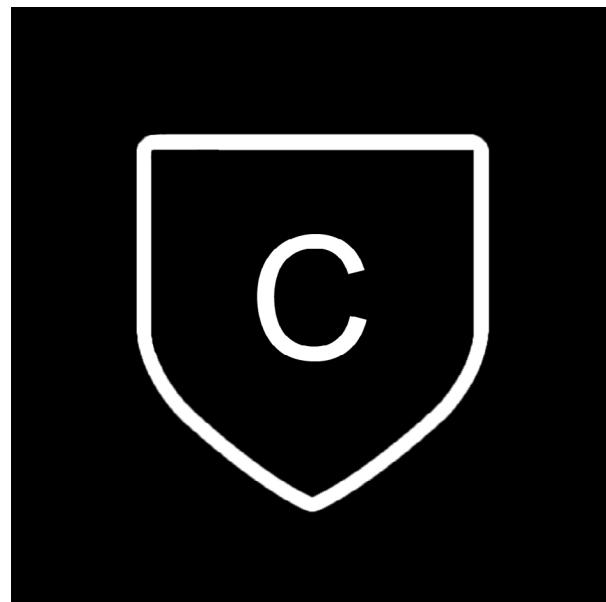
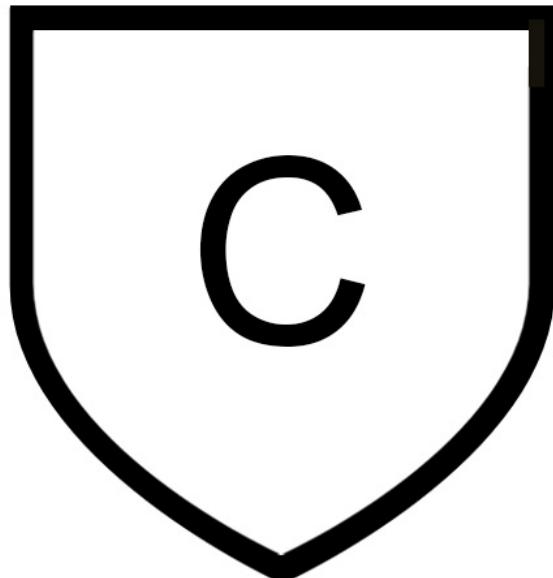
### PUBLICATIONS

Annual Reports  
Magazine  
White Papers

### INTERNAL

Style Guide  
Brand Handbook  
Creative Briefs  
Photography

LOGO  
Artwork



## WEBSITES

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LISTENING: YOUR MOST IMPORTANT SKILL AS... 3 HOURS AGO

HOW WE OVERCOME FEAR WHEN PURSUING OUR DREAMS 3 MONTHS AGO

HOW ONE WOMAN IS CHANGING THE WAY WE APPROACH... 2 MONTHS AGO

A LOOK AT WORLD ORPHAN CARE IN ETHIOPIA 3 MONTHS AGO



### LISTENING: YOUR MOST IMPORTANT SKILL AS A LEADER

There have been many things in my life for which I have felt prepared. Being a leader of an international staff and a US-based board team was not one of ...

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### WHY FAIR TRADE MATTERS

Conscious shoppers have a lot to consider during their everyday purchases—whether it's the types of ingredients in products at the grocery store, how clothes are manufactured, or ...

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### YOUTH: THE DRIVING FORCE OF SOCIAL CHANGE



### TOP 5 WAYS SOCIAL ENTREPRENEURS CAN TURN NETWORKING INTO MEANINGFUL

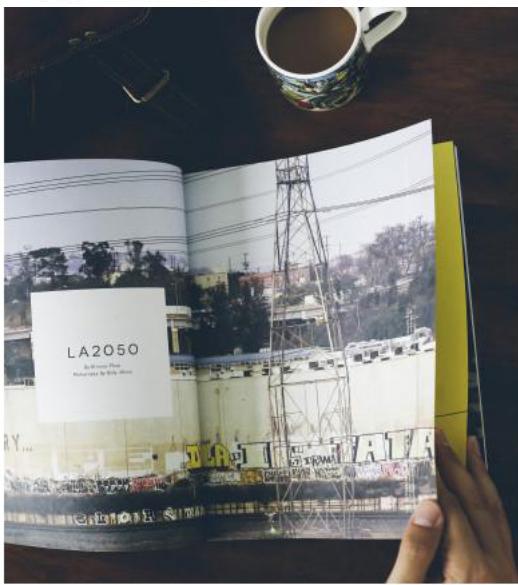
PRINT MAGAZINES

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REAL STORIES / REAL IMPACT







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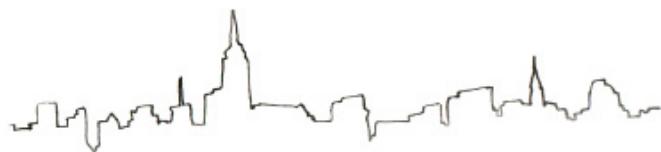
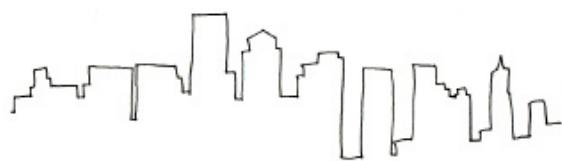
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## CUSTOM ARTWORK



**PHOTOGRAPHY**

*Portraits*





# PHOTOGRAPHY

## Travel







