

Valerie Fischel. Creative Director

Tel Aviv

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Qualifications

- Creative direction
- Team building + management
- Brand identity
- Social media
- Community management
- Global campaigns
- Partnerships
- Design & copy
- Video direction
- Content creation
- Project management

Education

- B.F.A., Photography / Barry University 2006

Tools

- Figma
- Adobe Creative Suite
- Adobe Premiere
- CapCut
- Sprinlr
- Microsoft Office
- Keynote

Languages

- English - native
- Spanish - beginner
- Hebrew - beginner

Experience

Director, Global Social Creative | Audible, An Amazon Company | 2022 - 2026 | NYC

- Served as Creative Director for Audible Global Social, overseeing RFPs, hiring, structuring, and creative output of external agencies including the AOR
- Built and led the in-house Social Creative team on the Brand Creative team, partnering cross-functionally across Marketing, Strategy, Experiential, Legal, Communications, and regional teams
- Launched Audible's first Global Social Center of Excellence in partnership with Strategy, establishing the operating model, creative standards, and scalable framework that enabled 12 markets to function independently under a unified global vision
- Oversight of global creative and tone of voice, from global campaigns, real-time & always-on content, video, and internal communications, and consumer-facing strategic programs such as community management, and new market and channel launches
- Developed and deployed global social brand guidelines spanning strategy, tone of voice, and visual identity, balancing brand consistency with local cultural nuance for 60+ social channels in 12 global markets, spanning Instagram, Facebook, TikTok, YouTube, X, and Threads for both B2C and B2B audiences
- Directed end-to-end creative strategy, development, and deployment – translating briefs, consumer research, audience insights, and performance data into globally adaptable, multi-format campaigns
- Built scalable workflows for monthly always-on content and established a dedicated real-time creative stream, enabling rapid response to social trends, cultural moments, and audience conversations
- Exceeded ambitious social KPIs, driving +60% engagement and +50% click-through while contributing to gains in brand awareness, emotional connection, and positive social sentiment
- Led co-branded launches with major entertainment brands including Pottermore, Disney, Marvel, and DC, balancing partner requirements and approvals, timelines, brand guidelines, and legal considerations with our own
- Directed full-funnel campaign design, photography and video for ads, talent shoots, influencer campaigns, and live events

Director of Video and Content / Clinique, The Estée Lauder Companies | 2016 - 2022 | NYC

- Led global creative direction for video and social content across Instagram, TikTok, YouTube, and Google OTV, spanning brand, product, editorial, and performance marketing
- Built, hired, and managed a multidisciplinary creative team while overseeing external production partners, photographers, directors, editors, animators, and artists
- Directed full-funnel global campaigns and always-on content from concept and briefing through production, post, localization, and final delivery
- Partnered across product development, legal, marketing, PR, and regional teams to translate complex beauty launches into compelling global creative
- Oversaw original photography, video, product demonstrations, scientific/biological animation, and editorial storytelling, producing thousands of flexible assets for global markets
- Led rapid-response creative and real-time production during major launches, enabling teams to quickly adapt content to cultural moments and social trends
- Contributed to significant global social growth, including 1.5M+ follower growth, while supporting creative that drove brand engagement and sales

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Senior Designer | Self.com, Condé Nast | 2015 - 2016 | NYC

- Led creative across daily editorial publishing, social, communications, sponsored programs, and integrated editorial packages
- Hired, managed, and developed the creative team while establishing workflows and creative standards for a high-volume publishing environment
- Directed original photography, illustration, animation, and video production from concept through final delivery
- Launched Self's first-ever Snapchat presence, establishing the channel's visual identity and creative approach
- Served as creative lead for the brand evolution and website redesign, translating the new identity across digital touchpoints

Senior Designer | WellandGood.com | 2014 - 2015 | NYC

- Led the brand evolution and website redesign, shaping the visual identity and digital experience
- Directed creative across editorial publishing, social media, sponsored partnerships, and custom digital experiences
- Developed visual concepts and campaigns across digital, experiential, and branded content
- Designed large-scale event merchandise and provided event photography, extending the brand into physical experiences

Creative Manager | YouBeauty.com + BeautySage.com | 2012 - 2014 | NYC

** YouBeauty and BeautySage acquired and re-purposed in 2014*

- Established the visual identity for two emerging beauty brands spanning editorial content and boutique e-commerce
- Led creative across editorial, social, illustration, scientific/biological illustration, video, photography, and e-commerce
- Built a cohesive visual language across editorial and commercial experiences while balancing storytelling with product-driven content
- Managed creative budgets and external resources, optimizing production to maximize quality and efficiency

Photo Editor | Parenting.com | 2009 - 2012 | NYC

- Led visual creative for daily editorial stories, newsletters, and editorial programs
- Directed and produced original photography across still life, products, behind-the-scenes, and editorial assignments
- Managed creative budgets and production resources; collaborated on visual design for a mobile app

Studio Assistant | Pure Space, Josette Lata Artist Management | 2008 - 2009 | NYC

- Managed on-set equipment rental, maintenance, inventory, tracking, and billing for commercial photography productions
- Coordinated studio operations, client services, production logistics, and artist materials

Freelance Production and Photography Assistant | 2004 - 2009 | NYC + Miami

- Supported TV, editorial, fashion, commercial, catalog, beauty, product, and food productions, including work with Annie Leibovitz, Vogue, Brooks Brothers, HBO, Nike, PBS, Project Runway, Colgate, and Law & Order: SVU
- Managed on-set logistics, equipment, vendors, talent, and production needs; provided line production support from pre-production through wrap