

Valerie Fischel
Creative Director
+01.202.487.0289
ValerieFischel@gmail.com
ValerieFischel.com

Qualifications

Design & copy
Brand identity
creative direction
Social media
Global campaigns
Community management
Video direction
Content creation
Team management
Project management

Education

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

Tools

Adobe Creative Suite
Adobe Premiere
Sprinlr
Microsoft Office
Keynote

Languages

English
Spanish

Experience

Director, Global Social Creative / Audible, An Amazon Company / 2022 - Present / NYC

- Co-lead on the launch of organization's first global center of excellence, and social strategy, look and feel, and tone of voice guidelines, as well as Audible's brand platform
- Oversight of global social creative, ensuring brand consistency on 60+ social media channels across 11 marketplaces on Instagram, Facebook, TikTok, X, YouTube, and Threads
- Primary liaison of retainer agency and lead of in-house social creative team; fostering cross-functional collaboration on campaigns and global programs
- Turning social strategy into globally adaptable campaigns through consumer research, audience insights, and performance metrics learnings. Exceeded ambitious KPIs on click through, engagement, growth, and brand love
- Development of full-funnel large-scale campaigns for content launches, always-on, and trending content
- Partnership with large heritage brands on co-branded Audible Originals releases, balancing multiple work streams, timelines, brand guidelines, and legal requirements
- Direction of social video on talent shoots, influencer campaigns, and events
- Achieved a 300%+ global increase in engagement rates and a 450%+ increase in click-through rates since launching the global social hub

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

- Creative Director for video and social media content across Instagram, TikTok, YouTube, and Google OTV, overseeing full-funnel campaigns and always-on content from concept to finalization
- Creative team management, mentoring, and development
Coordination between product development, legal, marketing, social, and creative
- Oversight of product videos, photography, scientific animations, on-figure beauty content, and editorial stories
- Responsible for key performance metrics, contributing to a growth of over 1.5 million followers and driving significant increases in engagement, as well as expansion of techniques and new features to increase sales using social media

Valerie Fischel NYC

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

- Creative team lead for daily publishing and communications, social media, sponsored programs, editorial packages
- Director of original illustration, photography, graphic design, and video
- Creative lead for magazine launch on Snapchat
- Consultant of re-brand and lead for website redesign

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

- Website redesign and re-branding creative lead
- Creative conceiving; daily publishing and communications, social media, sponsored partnership packages, and web design for dedicated landing pages
- Designer of large scale printed event merch and event photographer
- Consultant of re-brand and website redesign

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

*Both websites acquired and re-purposed in 2014

- Established the visual identity for an editorial and boutique e-commerce beauty site startup
- Creative direction on daily publishing, social media, illustration and biological illustration, video, and photography to create a cohesive brand experience
- Managed creative budget effectively, optimizing resources to enhance project outcomes

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

- Creative lead for publishing daily stories, newsletters, editorial programs
- Staff photographer: still life, behind the scenes, products
- Manager of creative budget
- App Designer

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

- On set equipment management; rental, maintenance, tracking and billing
- Client services, such as prepping studio, arranging food and other services
- Artist roster maintenance and event material distribution

Production and Photography Assistant / 2004 - 2009 / NYC + Miami

- Assisted photographers and producers on editorial, fashion, catalogue, model, product, and food shoots, including Annie Leibovitz Vogue cover, Brooks Brothers, HBO, Eggo, Nike, Powerade
- Still and video shoots: TV, documentary, catalog, editorial
- Line production