

# Hello, I'm Rachel Krauss



Over the past 4 four years, I built a wellness brand from the ground up. Pulling in a team of designers, marketers, content producers, and social experts, I ran the day to day with an emphasis on growing the brand. The result: 12,000 happy customers who keep coming back for more and send us daily feedback about how much they love the product, the brand, and the customer service we provide. I'm so proud of what I've accomplished with this amazing team and I'm excited for my next adventure! Looking for new opportunities to help companies build, develop, and celebrate their brands with creativity and a little dose of magic ✨.

**Let's get to know each other.**

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Check out the product I created,  
the brand I built, and the  
customers I support:

[peaceloverally.com](http://peaceloverally.com)

# Rachel Krauss

Brand marketing director, founder, cat and dog mama.

## PERSONAL VALUES

Optimism  
Responsibility  
Empathy  
Integrity  
Human Connection

## EXPERTISE

Brand Marketing  
Creative Problem Solving  
Team Management  
Sales and Analytics  
Investor Presentations  
Art Direction  
Content Production  
Product Development  
Inventory Management  
Pet Cuddling

## SOFTWARE KNOWLEDGE

Shopify  
Klaviyo  
Facebook Ads  
Google Ads  
Amazon Seller  
Faire Wholesale  
Canva  
Google Docs  
Adobe Creative Suite

## WORK EXPERIENCE

### Founder, Brand Marketing Director

Peace Love Rally / 2019 - Present

Built and managed a team of professionals to grow a wellness brand featuring magnesium based roll-on recovery balms.  
[peaceloverally.com](http://peaceloverally.com)

### Brand Marketing Director

Oxigenesis Inc. / 2016 - 2019

Optimized and re-built the Oxigenesis brand with a united story, vision, and core set of wellness products.  
[oxigenesis.com](http://oxigenesis.com)

### Founder, Director

The Sunday Saloon / 2012 - 2017

Partnered with my husband to film and edit wedding videos for 50 lovely couples all around the world. Grew our services into a boutique photography and cinematography studio  
[thesundaysaloon.com](http://thesundaysaloon.com)

### Enterprise Account Manager

Symantec / 2011 - 2013

SSL certificate strategic sales rep. Responsible for building and maintaining enterprise accounts in California and Nevada.  
[symantec.com](http://symantec.com)

### District Sales Manager

Therapy Stores / 2005 - 2011

Managed chain of Therapy Clothing Stores in the San Francisco Bay Area. Responsible for hiring, training, and sales growth for 8 stores.  
[therapistores.com](http://therapistores.com)