Rachel Dove

Social Content Lead

Contact

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LinkedIn

View Portfolio →

Key Clients

TJX	**Pepsi**
Knorr	**Microsoft**
AstraZeneca	**Doritos**
Quaker	**Hellmann's**
TD	**Volvo**
Shell	**Pure Leaf**

25+ clients across seven industries

Expertise

Content and creative strategy
Creative direction
End-to-end video production
TikTok, Reels, Shorts, LinkedIn
Social-first photography
New business pitching
Content repurposing
AI-assisted workflows
Team leadership and mentorship

Tools

Premiere Pro · Photoshop · Illustrator · Lightroom · Figma · ChatGPT · Claude · CapCut · Canva · Shopify

Education

Interactive Media Design Diploma
Algonquin College
2018 – 2020
Dean's List (GPA 3.9)

Profile

Hands-on social content lead with six years of experience owning content end to end for global brands across Canada and the U.S., from creative strategy and concepting to shooting, editing and launch. Builds audiences and content programs from the ground up: grew a skincare brand's TikTok from 500 to 74K+ followers, then scaled Edelman's in-house Content Lab from one client to 25+ while building and leading a team that pairs strategy with hands-on craft.

Experience

Edelman

Toronto, ON · Nov 2023 – Present

Director of Content — **Oct 2025 – Present**

- Authored and now lead Content Lab 2.0, the growth strategy that repositioned Edelman's in-house creator team as a social-first center of excellence.
- Scaled the Content Lab from a single client to 25+ in three years and grew the team from one to five, managing and mentoring three.
- Expanded the Content Lab into the U.S. market, partnering cross-functionally with Edelman's U.S. teams to win and deliver work for brands including Pure Leaf and Smile Doctors.
- Developed the Content Lab's service model, including tiered content packages, a 24–48 hour brief-to-launch workflow, a medium-fidelity production tier and in-house graphic design.
- Integrated social-first capture into large-scale productions, including directing Knorr's Flavormania shoot with a full crew from storyboard through final edit.
- Built AI-assisted workflows using ChatGPT and CapCut AI across scripting, storyboarding, on-screen copy and visuals, accelerating production and reducing reliance on stock imagery.

Senior Content Creator — **Nov 2023 – Oct 2025**

- Ideated content, video and photo concepts across a multi-brand portfolio, from proactive pitches and agile trend responses to campaign concepts.
- Led pre-production, scripting, shooting and editing of short-form video and social photography for TikTok, Instagram and YouTube Shorts, including Doritos' Super Bowl campaign on TikTok.
- Developed content pillars and repeatable series for client strategy decks, including in regulated categories such as pharma, translating brand objectives into platform-native formats.
- Repurposed podcast clips and brand-supplied footage into social and paid cut-downs, produced executive thought-leadership content for LinkedIn, and briefed and reviewed content from external creators.
- Helped build the Content Lab from its first client, co-pitching alongside leadership to win new business with Hellmann's, AstraZeneca and TJX.

Indeed Laboratories | Phin Skin

Toronto-based skincare brand · Toronto, ON

Content Creation Lead — **Aug 2022 – Nov 2023**

- Grew Indeed Labs' TikTok from 500 to 74K+ followers and Instagram from 50K to 170K in 18 months, with campaigns that took products viral and drove sales.
- Built the launch content strategy for sister brand pH-In Skin and produced all of its social video.
- Planned monthly content calendars, produced paid social ad creative, and managed external photo and video production partners.

Content Creator — **Jun 2021 – Aug 2022**

- Created on-brand social content and shot product photography for social and e-commerce.
- Designed static Facebook and Instagram ads and influencer mailers, and benchmarked platform performance for the Social Media Manager.