

# Adrian Rae

*Editorial Strategy | Investor Communications | Alternative Investments*

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## SUMMARY

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### **Fifteen years helping expertise move from specialists to audiences.**

Over that time, I have worked alongside investment firms, founders, executives, and national brands to shape how ideas are understood, communicated, and carried across organizations. My work has included investor communications, executive materials, editorial standards, verbal identity systems, and communication workflows designed to improve editorial output across teams.

My start in advertising and fashion has brought a refined taste for curation into the investment space. Here, I have elevated and transformed investment strategies, market perspectives, and organizational expertise into communications that preserve intellectual rigor while remaining ideologically aligned with the intended audience.

## EXPERIENCE

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### **Creative Director | GenRevv**

*2025 – Present*

Lead the development of investor communications, editorial standards, and messaging frameworks for alternative investment sponsors raising capital through Regulation D offerings.

- Translate complex investment strategies into investor-facing communications, presentations, offering materials, executive communications, websites, and educational content.
- Partner with executives, operators, and subject matter experts to improve communication quality while preserving expertise and organizational voice.
- Develop documentation practices, messaging frameworks, and editorial workflows that improve consistency across teams and channels.
- Contribute to AI-assisted communication practices designed to increase efficiency without sacrificing editorial judgment.

### **Founder & Creative Director | Heyraise**

*2023 – 2025*

Founded a communications consultancy serving private equity firms, real estate operators, private credit sponsors, and alternative investment organizations. Acquired by GenRevv in 2025.

- Developed investor communications including pitch decks, investor updates, executive materials, presentations, newsletters, websites, and educational campaigns.
- Built verbal identity systems, communication standards, and messaging frameworks used across investor-facing organizations.
- Led discovery and positioning engagements that translated investment expertise into cohesive communication strategies.
- Established editorial processes, documentation practices, and AI-assisted writing workflows that improved quality, consistency, and scalability.

### **Artist Agent | Head of Production | Producer**

*Art Department, Los Angeles | 2017 – 2023*

Represented and developed commercial photographers, directors, and creative talent, guiding positioning, audience development, business strategy, and long-term career growth.

- Identified distinctive voices and translated creative strengths into clear market positioning.
- Paired talent with opportunities based on audience fit, communication style, and strategic objectives.

- Advised artists on portfolio development, narrative positioning, and professional growth while balancing creative and commercial priorities.

## **Producer**

*Amazon Creative Services, Independent Production & Sono Studios | 2010 – 2017*

Led commercial productions from concept through delivery, coordinating stakeholders across creative, operational, and business functions.

Developed a foundation in communication discipline, audience understanding, project leadership, and execution quality that continues to inform my editorial and strategic work today.

## **EDUCATION**

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### **Sacred Heart University**

Media Studies & Digital Culture, Business Administration