




RACHEL MELTZER LEE

DESIGNING THE SYSTEMS BEHIND MEANINGFUL WORK

[RACHELMELTZERLEE.COM](https://rachelmeltzerlee.com)



meraki: to do something with *soul*,
creativity, & love; to put something
of *yourself* into your work.

MY GUIDING PRINCIPLE.

I'm a systems designer and creative strategist who helps high-capacity creatives build intentional backend structures that support their real life — so the work they are called to do can actually sustain itself without losing its heart.



Since we're new friends...here's the backstory.

My background in theatre and the creative arts shaped how I see the world: stories matter, people matter, and the work we build should reflect who we are.

As a stage manager, my role wasn't to be on stage — it was to build the structure that allowed the production to succeed. I coordinated rehearsals, aligned crews, built production timelines, and held the framework that allowed creative vision to come to life. I learned early that meaningful work doesn't thrive on talent alone — it thrives on intentional structure behind the scenes.

I started noticing that instinct show up everywhere. Whether leading digital strategy, building backend workflows, or designing operational systems for growing brands, I kept seeing the same pattern:

The most talented, purpose-driven creatives weren't struggling with vision — they were struggling with structure. Brilliant ideas were getting buried under disorganized workflows, reactive systems, and burnout.

And I was wired to build what was missing.

I don't just love creative work. I love how it functions. I see the moving parts. I anticipate friction. I design systems that allow vision to scale without chaos.

Now, I design the systems behind meaningful work — helping creative entrepreneurs build intentional backend structures that reduce overwhelm, increase clarity, and create sustainable momentum behind their work.



SOME QUICK FACTS

Lifelong Theatre Kid

Storyteller

Senior Photographer

Loose-Leaf Tea Lover

Workflows Expert

Notion Obsessed

ABOUT RACHEL

WHY WORK WITH ME?

Marketing Educator
Social Strategist
Search Optimized Content Pro
National Leadership
monday.com Ambassador

I'VE GOT A FEW REASONS



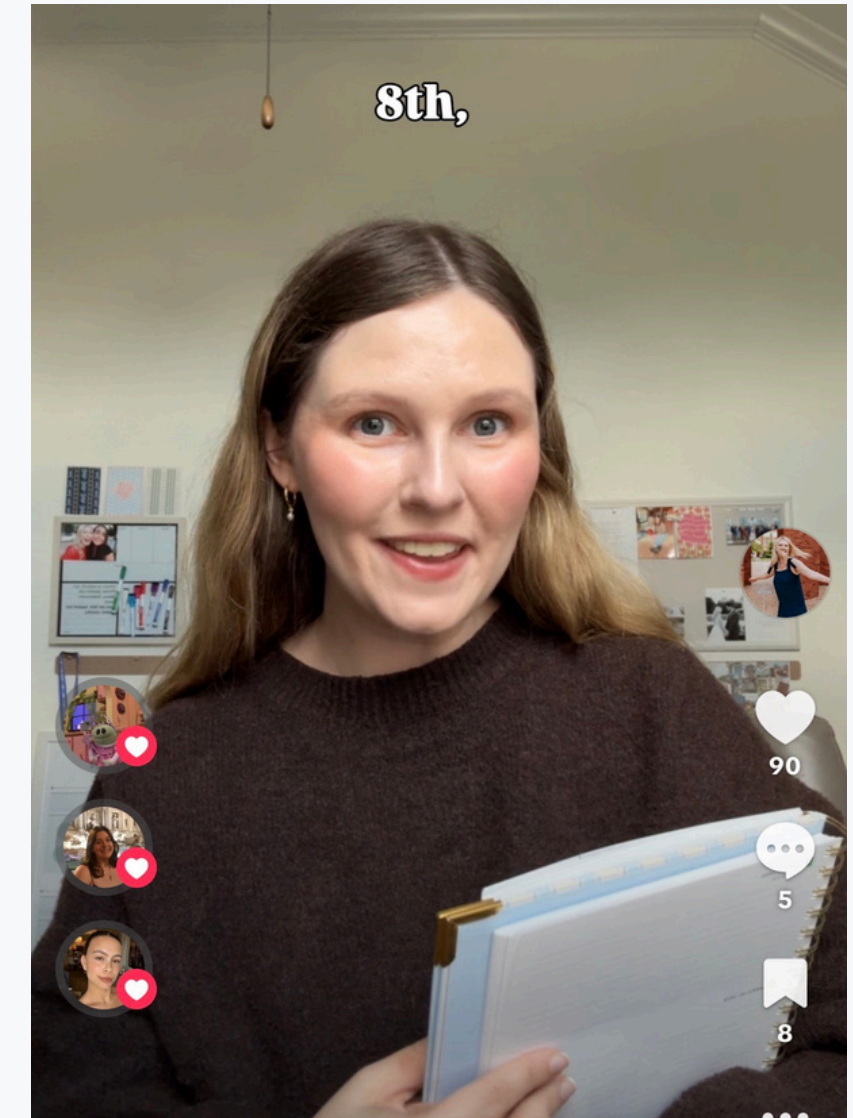
Analytics

70% found my TikTok through search

50K+ views in the past 30 days across profiles

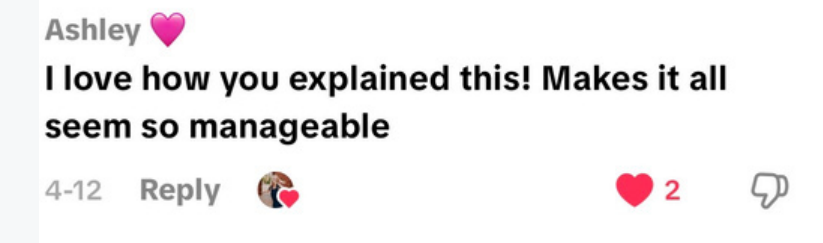
Top Content Searches:

- Q2 Planning
- Quarterly Planning
- Planner
- Rachel Lee



TikTok Video

Skipping the overwhelm of quarterly planning



ER: 8.9%

STORYLINES

Designing Systems Behind Meaningful Work

What do systems that work with the way you live and work actually look like? How do we build them, specifically for you?

The Multi-Track Life in Real Time

I get it, because I live it day to day. I share the simple ways I build better systems, give things a home, and make more time for the things that matter.

Building Sustainable Creative Businesses

This is showcasing why meaningful work needs to be built in a way that lasts, grows & maintains the heart.





STAY IN TOUCH

Let's get you back to doing
the work you're called to do.

Website

rachelmeltzerlee@gmail.com

LinkedIn

[linkedin.com/in/rachelmeltzerlee](https://www.linkedin.com/in/rachelmeltzerlee)

E-mail

rachelmeltzerlee@gmail.com

E-mail

[youtube.com/@rachelmeltzerlee](https://www.youtube.com/@rachelmeltzerlee)