





REBECCA JACKSON

MARKETING PROFESSIONAL

PROFILE

Resourceful and innovative marketing professional with 8+ years of experience defining brand messaging and leading campaigns for a diverse variety of targets and channels. With a proven track record of identifying opportunities to enhance digital marketing engagement and growing brand awareness across audiences. Is adept at building and leading diverse marketing teams.

CONTACT

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EDUCATION

BACHELOR OF APPLIED ARTS & SCI,
Stephen F. Austin State University
Business, Management, Marketing,
& Related Support Services

ASSOCIATE OF ARTS AND SCIENCES
Lone Star College-CyFair
Visual Communication, Graphic Design

HONORS & AWARDS

SUMMA CUM LAUDE
Lone Star College-CyFair

**FOUNDATIONS OF LEADERSHIP
CERTIFICATE I & CERTIFICATE 2**
National Society of Leadership & Success

INTERPERSONAL SKILLS

- Leadership
- Detail Oriented
- Communication
- Time Management
- Collaboration & Team Innovation
- Problem-Solving
- Conflict Resolution

EXPERIENCE

SR. DESIGNER

Norton Creative, Nov 2022 - Present (6 months +)

- Led design for the 2 largest clients increasing their sales by over 30% per quarter.
- Created processes procedures increasing productivity and consistency by 20%.
- Oversaw design direction of 2 designers on a regular basis as well as led other teams with specific projects.
- Worked in conjunction with accounts to increase one of the current retainers by 50% through high quality performance and precision marketing.
- Led development of project proposals for new and established clients that resulted in increase revenue 15%.
- Planned and led quarterly photo shoots for the largest retainer client.
- Collaborated with all teams to ensure brand standards were maintained through all marketing channels.

CREATIVE DIRECTOR - FREELANCE

R&J Marketing, Sep 2014 - Present (8 years 7 months +)

- Produced a realtor's website that increased leads by 40%.
- Created an app that helps gather family recipes
- Developed marketing budgets, strategies and campaigns for 7 different start-ups
- Created marketing support for Bellaire Little League.

SR. GRAPHIC DESIGNER

Landry's, Jul 2021 - Nov 2022 (1 year 5 months)

- Supported 60 different brands with marketing collateral.
- Led 3 signature group brands in re-branding their style guides.
- Produced animated eblasts that increased click interactions by 25%.
- Created content for 3 of the in-house magazine publications.
- Contributed to the collaboration of 5 logo designs.

GRAPHIC DESIGNER

Sugar Creek Baptist Church, Apr 2018 - July 2021 (3 years 3 months)

- Conceptualized and led design on 60% of the larger project including yearly annual reports and larger outreach events.
- Collaborated with the video team to create cohesive content through all 12 of our marketing channels.
- Assisted the promotional marketing for the REACH campaign whose goal was to gain \$15 million in donation pledges.
- Was part of the design team that redesigned the app and website.
- Directed art for two 10-chapter children's ministry curriculum books called "The GOD Book" and The JESUS Book".
- Collaborated with and Managed Social Ads including PPC and Paid Social.

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TOOLS

ADOBE CREATIVE SUITE

- InDesign
- Photoshop
- Illustrator
- Premiere Pro
- InCopy
- Acrobat
- WorkFront

GENERAL BUSINESS

- Excel & Google Sheets
- Word or Google Docs
- PowerPoint
- Microsoft Teams
- Outlook

WEB & SOCIAL

- Figma
- HTML 5 & CSS
- WordPress
- HootSuite
- Creative Hub
- AirTable

EXPERTISE

CREATIVE DIRECTION

- Creative Conception & Solutions
- Project Strategy & Management
- Marketing Budget Management
- Storyboarding & Sketching
- Digital & Print Strategy/Design
- Social Media Strategy & Management
- Promotional Copywriting

PHOTOGRAPHY

- Photo Shoot Planning & Direction
- Environmental Design
- Composition Propping
- Photo Editing
- Small Video Editing & Production

BRANDING

- Brand Positioning
- Brand Identity
- Style Guides
- Logo Design

WEB DESIGN

- Wire-Framing
- UX Design
- SEO Strategy

SOCIAL MEDIA

- PPC & Paid Social Content
- Organic

EXPERIENCE CONTINUED *(Sep 2014 - Dec 2017)*

GRAPHIC DESIGN SPECIALIST

Lumegent

- Responsible for the design of 13 separate direct mail campaigns.
- Oversaw the design and development of a new website for an overseas travel agency.
- Tutored the social media managers in the creation and design of 32 social media post templates.
- Led design for the annual report for our 2 largest clients

GRAPHIC DESIGNER

Katy Magazine

- Produced elegant designs for 13 editorial stories and designed 10 on-brand ads for partnered clients.
- Implemented the organization of 23 editorial pieces and 40 ads for the final layout.
- Reviewed all digital assets and file organization for 5 different publication issues.

GRAPHIC DESIGNER / PRINT PRODUCTION TECH

AlphaGraphics

- Completed high-quality designs, quotes, and print services for approximately 20 clients per day.
- Learned first-hand current print production techniques to understand resolutions to potential printing issues.
- Implemented new design consultation techniques that increased productivity and accuracy by 20%.

CREATIVE DIRECTOR - CONTRACT

Patented Systems, Inc.

- Fabricated a re-brand and updated the brand guidelines to modernize the company's aesthetic.
- Implemented the transition of moving the existing website to a content management system.
- Managed a team of photographers and interns to create a 500-page catalog.
- Developed marketing strategies that overall increased sales by \$1 million over the yearly projections.

MARKETING INTERN - CONTRACT

Hosanna Houston

- Successfully developed a marketing campaign that increased event attendance and exceeded 50% of initial projections.
- Archived an increase in Sunday morning attendance by 30% through new digital marketing strategies.
- Oversaw the weekly media volunteer responsibility to ensure they were completed ahead of schedule.