

Rebecca Spencer
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Overview

- multi-faceted creative professional with over eight years of B2B and B2C advertising, copywriting, branding and marketing experience in fast-paced environments
- skilled in multiple disciplines, including art direction, sales promotion, public relations, e-marketing, social media optimization, high-level creative executions and website management
- takes ideas from concept to reality through a driven artistic vision
- comfortable handling projects on local and national levels; experienced team manager

Education

Wittenberg University, Springfield, Ohio
BA, spring 2003. Major: graphic design & photography, minor: art history.

Experience

Norton Outdoor Advertising, Cincinnati, Ohio
Network Coordinator & Designer (November 2006-present)

- primary art director and web manager
- worked with local and national clients to create memorable tag lines for outdoor campaigns
- wrote press releases on local and national levels
- composed email marketing and social network campaigns
- created multi-platform marketing solutions for clients, including microsite and mobile marketing campaigns
- responsible for strategic targeting of outdoor campaigns to specific demographics
- consulted with clients to conceptualize outdoor campaigns
- managed and handled all traffic for network of digital billboards
- provided artistic direction to staff

Spencer Photography and Design, Cincinnati, Ohio
Co-owner (October 2009-present)

- lead photographer and designer
- created layouts for printed pieces, logos, newsletters, albums
- conceptualized and constructed websites

Jungle Jim's International Market, Fairfield, Ohio
Art Director and Web Manager (June 2004-November 2006)

- oversaw layout and production of weekly ad circular
- wrote copy for television, radio and TV spots
- composed all copy for company website and in-store displays
- managed staff of creative services department
- directed photoshoots, assisted with television commercials, developed press releases, granted media interviews, styled food for collateral material and advertisements
- delivered work within tight time frame and within budget
- guided all elements of website and website traffic reporting
- web traffic increased 30% during tenure

Humana, Inc., Cincinnati, Ohio
Operations Coordinator (October 2003-June 2004)

- assisted upper management in preparing presentations and reports
- organized team member schedules
- analyzed service performance data

Computer Proficiency

Skilled on both PC and Mac, Adobe CS5, Adobe Acrobat Professional, Microsoft Office, Macromedia Dreamweaver (HTML, CSS), Macromedia Flash, Mapinfo, KBWorld, Qualitap

Accomplishments

- Cincinnati Centurions field hockey club officer (2007-present)
- Girl's Greater Cincinnati League lacrosse coach of the year (2005)
- Chi Omega athletic award recipient (2003)
- NCAA Division III field hockey All-American (2001, 2002)
- volunteer for Susan G. Komen for the Cure

References available upon request