



## Summary

“Rebecca is a multi-talented manager who improves communication efforts between the IT, Marketing and Sales divisions to ensure that all departments are aligned to meet the overall business goals of a product!”

*Sandie Borthwick – Marketing Director, CIG*

“Becka is a entrepreneurial manager passionate about building productive relationships with clients, partners, and team members. With an emphasis on both online and offline strategies the projects under Becka's supervision have always been completed on time and on budget, and have also won over fifteen industry awards.”

*Chipp Walters – CEO, Altuit Design*

- 14+ Years contributing to successful and innovative web and marketing products
- Won over 15 industry awards in marketing, innovative technology and new media
- Successfully provided critical project management for various web-focused projects
- Managed development of Lead Generation strategies resulting in doubling of sales
- Collaborative efforts and innovative design for ACT College Entrance Exams resulting in an increased number students take the CBT from 42% to 59% over 18 months
- Exemplary skills in organizing workflow, ideas, materials and distributed teams

## Highlights

- Product & Project Management
- Client and Affiliate Relations
- Multi-Media Development / Marketing
- Email Marketing
- Brand Development
- SEO & Social Media
- Web & Graphic Design
- UX Research & Analysis
- SEO & Social Media
- Quality Assurance
- Cloud Based Applications & Tools
- Organization and Team Collaboration

## Experience

### SHAFER MEDIA

- Manager and designer of digital media and marketing products including graphics, email campaigns, web content, training presentations, trade show and sales collateral.
- Event planning including logistics, speaker/vendor communications, participant management.

### CAPITAL INSURANCE GROUP

- Managed several award winning applications and integrated marketing programs from concept to launch. Including CIG's corporate website, The Protector Network member portal, CIGLive quoting



system and leads tracking dashboard, Agency Locator, LeadsCenter lead generation system and POD 'Print on Demand' system, resulting in a significant increase in the number of new policies sold.

- Developed direct email marketing actionable plans and improved subscriber experience and marketer's ROI through optimized customer targeting and triggered messaging.
- Designed graphics, presentations, templates, process flows, process documentation, marketing strategic and tactical plans, content messaging for social and print media.
- Won over 15 industry awards including Effie, W3, WMA, iNova, IMA, World Wide Web, New Media Awards and Summit Emerging Media.

#### INTERNATIONAL SYMPOSIUM ON DIGITAL EARTH (SDE5)

- Managed the marketing and logistics for ISDE5's sponsors and speakers. Sponsors including Google, ESRI, BFI, NOAA, NASA, UNESCO and UNEP
- Collaborated with UC Berkeley's Design Department to design marketing collateral for speakers, classrooms, halls and event spaces.
- Coordinated with invited guest speakers to ensure marketing needs were met; speakers included Vice President Al Gore, John Garamendi (Lt. Governor, State of California), Dr. Edgar Mitchell (Astronaut), Ambassador John McDonald (Pres., IMTD, Washington DC), Brig. General Peter Worden (Director, NASA Ames Research Center) and Dr. Douglas Engelbart (SRI International)

#### ALTUIT DESIGN – AGILIX LABS

- Key role as Project Manager, Business Analyst and UX Researcher/Designer for SaaS applications in the education industry, specifically next generation authoring, management and delivery solutions for summative and formative computer based assessments. Clients included ACT, Wiley, College Board and Pearson
- Provided extensive qualitative field research with high-priority customers and internal subject matter experts, completed individual user interviews to identify product functionality gaps
- Analyzed complex business requirements and product documentation, re-defined product requirements to modernize and simplify product for end users
- Designed UX roadmap, QA test plans, process standards and practices, online help menu and user guides including training materials used in company training sessions

#### SMACK HAPPY DESIGN (CURRENT)

- Primary Project Manager for website design & development, logo and print design
- Collaborated closely with key stakeholders to identify goals and requirements and oversaw products from concept to launch



- Managed team of designers to deliver conceptual product designs for web and print media, including brand identification, email campaigns and online advertising

## Education

### MS - BUSINESS MANAGEMENT OF INFORMATION TECHNOLOGY

Integrated core management program for information technology and business professionals.

### BS -TELECOMMUNICATIONS, MULTIMEDIA AND APPLIED COMPUTING

Program focused on blending software design, web design, visual design, brand and marketing development, instructional design, computer networking and system design.

### AS - MULTIMEDIA COMMUNICATIONS

Program in digital arts and design with focused specialization in Web Development, Marketing Development, Graphic Design, and Instructional Design