

Hi, I'm Rebecca

ART/CREATIVE DIRECTOR

Rebecca Arnold

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I LIKE
TO WORK
WITH SMART
PEOPLE

BRIGHT & EFFICIENT

TALENTED

DETAILS RULE

QUICK STUDY, FASTER CREATOR

INDESIGN QUEEN

PHOTOSHOP PRO

ILLUSTRATOR LEGIT

XD COMPETENT

FIGMA KNOWLEDGEABLE

PREMIERE NOVICE

**YES, I CAN DO
POWERPOINT TOO**

WORK EXPERIENCE

AWARECARE SAFETY

DIRECTOR OF MARKETING + UI / MAY 2024 — PRESENT

I have this thing – I like to work with smart people. So when I was offered to work along side some, I jumped at the chance. For this fresh startup I've help create app plans, user dashboards, marketing summaries and design development to gain seed funding.

DECURTIS CORPORATION

CREATIVE ART MANAGER / NOV 2019 — AUGUST 2023

WHAT I CREATED

I created a stylish, well-thought-out brand from scratch that reflected what DeCurtis really was on the inside — guest experience sizzle backed by cold, hard technical steel. I established cohesiveness throughout all company assets, created templates for efficiency, and organized and maintained an entire asset library. I developed presentation approaches, styles, and techniques that were easily adopted and implemented by the team. These badass assets include, but are not limited to: PowerPoints, PDFs, journey maps, animated videos, interactive newsletters and company blogs, multiple websites, t-shirts designs, vectors, social media graphics, white pages, press releases, user manuals, technical guides, trade show videos, app design, business cards, an entire hierarchy of logos and an employee appreciation package that truly touched each of the five senses.

TEAMS I WORKED WITH

I worked with the entire Sales & Marketing team to establish a unified brand understanding and voice for the company both internally and client-facing. I collaborated with the Sales & Marketing team in creating marketing plans, aligning team priorities with business objectives in order to deliver high-quality work on time and on budget, designed and executed multiple social media and direct mail campaigns that resulted in (and this is legit) million dollar sales. Beyond that, I worked closely with clients and our operations teams to deliver user manuals, technical documents and diagrams to support the entire life cycle of multiple products through multiple iterations.

HOW I WAS A LEADER

I oversaw campaign visions from conception to execution and created original graphics, content websites, social media assets, and other marketing materials. I was involved in both landing new business and supporting existing clients/projects, which is pretty badass. I developed and designed the wisps of ideas that came from brainstorming sessions with direction, attention to detail and a mind for scheduling. I presented or oversaw presentation of final concepts and coordinated production and dissemination for cross-organizational use. But above all, I was not afraid to ask questions and never afraid to learn.



REBECCA
ARNOLD

EDUCATION

Florida Southern College
Bachelor of Science
Advertising
Aug 98 - May 02

Florida Southern College
Bachelor of Science
Graphic Design
Aug 98 - May 02

DUAL BRAIN INC **ART/CREATIVE DIRECTOR / JAN 2014 — NOV 2019**

Going next level. Worked with both agencies and clients to create design goodies from logos, print materials, websites, mobile apps and more. Besides making amazing art, I was project manager as well and managed budgets, multiple deadlines, hired staff and kept everyone happy.

TM+R AGENCY **CREATIVE DIRECTOR / MAR 2007 — JUNE 2012**

Still used those mad skills I have and led a small team of designers to provide design and direction to varying clients. Handled print & website design, branding, logos, transit & outdoor, marketing collateral, event coordination, commercial spots and more...you know, the basics of agency life.

BLUE MARLIN GROUP **ART DIRECTOR / JAN 2006 — MAR 2007**

Provided my mad design skills and direction to varying clients from print & website design, branding, logos, transit & outdoor, marketing collateral, etc.

NISSEN ADVERTISING **GRAPHIC DESIGNER / MAY 2002 — JAN 2006**

Agency life starts here. Designed several types of print collateral for varying clients from logos, billboards, newsletters and print ads to branding campaign collateral.

LAKELAND ELECTRIC **GRAPHIC DESIGNER / JUNE 1998 — MAR 2002**

The very beginning. Created reoccurring newsletters, bill statements, newspaper ads, employee directories, etc. Worked with department heads to create design collateral for specific needs.

REFERENCES

If you need them, I got them.
I'm happy to provide.

MY SHINY THINGS

rebeccacreatives.com/work

I think you're great. Thanks for reading.

