

REBECCA M. WILLIAMS

ART DIRECTOR | BRAND MANAGER | PHOTOGRAPHER

 Brooklet, Georgia

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SUMMARY

CREATIVE PROFESSIONAL with over fifteen years experience in the field of multimedia, marketing, social media management, and print design. Demonstrates exceptional work ethic, compliant to branding guidelines when designing. Effectively manages feedback to meet client's needs. Expert in project management from conceptualization to delivery, with solid background of the print production process. Passionate about being part of a progressive team that strives to have a positive impact.

SKILLS

Brand Development
Brand Marketing
Campaign Development
Campaign Evaluation
Communication
Leadership
Logo Design & Implementation
Photography
Project Management
Social Media Management
Social Media Strategies
Vendor Contract Negotiations
Visual Presentations
Web Design & Maintenance

PROFICIENCIES

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Canon DSLR
Joomla CMS
Mac OS
Microsoft Office

CAREER

2010 to Present - Ogeechee Technical College, Art Director

Currently maintains the College's brand identity across multiple platforms. Coordinates with college students, faculty, staff, and vendors to solicit and organize materials and information to be included in the production of various marketing collateral. Insures the visuals and messaging is inclusive and reflects the diversity of the student body. Generates campaign concepts and follows through to production. Designs everything from billboards to e-blasts, web ads, magazine ads, print collateral, signage, apparel, brochures, web assets, POP displays, videos, special projects, and more. Developed and maintains the College's website (ogeecheetech.edu). Photographs all images needed for marketing pieces, social media, and website. An integral part in the creation of Ogeechee Tech's Racial Equity & Inclusion Committee in 2020. Certified through OTC's Safe Space program. Safe Space supports the safety and academic success of Ogeechee Technical College's LGBTQ+ community.

2009 to 2010 - Action Signs, Graphic Designer

Responsible for creating computer generated graphics to be cut from vinyl and/or full color graphics output that can be weeded, cut, and applied or printed and mounted to a substrate. Consulted with clients to determine the best product and design to meet their purpose. This was a high paced environment that required multitasking and meeting the clients' needs in a short amount of time.

2006 to 2009 - This, That, & The Other Magazine, Owner/Graphic Designer

Responsible for overseeing the content and quality of This, That, & The Other Magazine (TT&TO) monthly publications. Ensured that features were topical, interesting, and informative. Planned the content of the magazine, supervised writers, and set deadlines. Designed the layout and supervised a team of designers for each publication. This, That, & The Other Magazine was a local magazine focusing on local artist, businesses, musicians, and writers.

2004 to 2006 - Southeastern Marketing Services, Graphic Designer

Entry level graphic design position responsible for creation of advertisements, web graphics, and various marketing materials. Clients ranged from banks, realtors, politicians, funeral homes, to commercial products.

EDUCATION

BFA, Graphic Design, Georgia Southern University, 2004

RECOGNITION

2011 Bronze Paragon Award (NCMPR)

for design of the Ogeechee Technical College 2010 Annual Report

2012 Gold Paragon Award (NCMPR)

for design of the Ogeechee Technical College 2011 Annual Report

2017 Ogeechee Technical College Diamond Award

for having a strong work ethic, a dedicated sense of loyalty and a healthy enthusiasm for promoting technical education