

REBEKA MORALES

405.812.0563

RebekaMorales@gmail.com

rebekamorales.com

SKILLS

DESIGN

Adobe Creative Suite
Digital & Print Deliverables
Branding Strategy
Film & Photo Editing
Motion Graphics
Illustrations

PUBLIC RELATIONS

Campaign Strategy
Email Marketing
CRM Management
Presentations

SOCIAL MEDIA

Content Creation
Monitoring/Management
Analytics Reports

WEBSITE

Search Engine Optimization
Design & Copywriting
HTML
CSS

CERTIFICATIONS

Lean/Six Sigma Business
Management

Project Management
Certification (In Progress)

EDUCATION

INTERNATIONAL STUDIES PUBLIC RELATIONS (DUAL DEGREE)

*Minors: Spanish Language
Russian Language*
University of Oklahoma
Graduation: Dec. 2014

REFERENCES

REBECCA NORRIS

rlnorris@ou.edu
(405) 325-3695

CHE LOESSBERG

cheloessberg@cox.net
(405) 410-6259

EXPERIENCE

COMMUNICATIONS AND EVENTS COORDINATOR

College of Law • University of Oklahoma

- Function as Salesforce administrator for the communications department
- Design templates within Pardot (Salesforce) using HTML and CSS
- Coordinate the creation of a new customized student portal connected to Salesforce
- Compose weekly newsletter distributed to faculty, staff and students
- Develop digital and print design collateral with vendors for promotion and events
- Film and edit videos for social media, tutorials and events using Adobe Premiere
- Manage content for OU College of Law website, blog and social media platforms
- Organize virtual and in-person events, such as conferences, seminars, banquets, etc.

FEB 2020 –
PRESENT

FREELANCE GRAPHIC DESIGNER & DIGITAL MARKETER

Self-employed • Norman, OK

- Provide the following services: advertising, branding, digital marketing, graphic design, social media management and website design

JAN 2016 –
PRESENT

COMMUNICATIONS COORDINATOR

School of Aerospace and Mechanical Engineering • University of Oklahoma

- Develop graphics and copy for a variety of digital and printed materials including posters, brochures, displays, alumni newsletters and magazines
- Film, edit and produce video and photography projects for the department
- Design within the university's branding parameters, maintaining brand identity for the school
- Manage the school's website (ame.ou.edu), blog and media relations
- Maintain an active identity on social networking sites
- Coordinate and manage events, including travel and lodging arrangements, etc.

OCT 2016 –
FEB 2020

DIRECTOR OF MARKETING

Freestyle Creative • Moore, OK

- Manage the marketing department team to produce quality results for all clients
- Develop and pitch ideas, briefs, concepts and budgets to multiple clients
- Support marketing department team with development of client collateral
- Create and implement on-boarding program for new hires
- Maintain additional duties from previous position as Digital Marketing Strategist (below)

AUG 2015 –
JAN 2016

DIGITAL MARKETING STRATEGIST

Freestyle Creative • Moore, OK

- Formulate design concepts, presentations, templates and layouts for clients from initial idea to final execution
- Design and implement advertisements, print materials and promotional materials
- Develop and design brand strategy for high-profile clients
- Contribute to the invention and implementation of marketing and communications initiatives, including client on-boarding briefs
- Organize and manage content creation for multiple clients' social media accounts
- Create client websites, including copy, graphics, SEO and analytics

JAN 2015 –
AUG 2015

DIGITAL MARKETING MANAGER & GRAPHIC DESIGNER

MUSIC FESTIVAL COORDINATOR

WPM Promotions • Norman, OK

- Design posters, tickets, passes, merchandise, press kits and other promotional material
- Manage content for multiple company WordPress websites
- Conceptualize entire music festival event and develop brand strategy
- Manage all digital marketing and advertising across all media platforms
- Coordinate all aspects of the festival (talent, vendors, and sales) with event staff

FEB 2014 –
JUN 2015