



BrandsByBekah.com

## Need good vibes and great designs? You've come to the right place.

I'm a collaborative graphic designer and marketing coordinator who's passionate about creating memorable brand experiences. I love turning ideas into eye-catching visuals that are purposeful, whether it's visual brand identities, print and digital campaigns, social media, signage, or promotional merchandise. I bring strategy, originality, and clean typography to every project. I thrive in fast-paced environments, embrace challenges, collaborate with teams, and apply feedback to create stronger designs. My goal is always the same: help people connect with the brand and keep things looking great along the way.

## Accomplishments

### Brand & Marketing Impact

- Drove Instagram growth for Brands By Bekah by creating a boosted reel that reached 533 accounts and attracted 20 new followers in one month on a \$20 budget.
- Redesigned a private golf club's newsletter and email templates, elevating the brand's look and cutting \$200 in design costs per issue.
- Streamlined client onboarding by revamping proposals and contracts, saving an average of 1.5 hours per project.

### Creative Production

- Produced branded promotional products and apparel, collaborating with vendors to maintain brand quality and stay within budget.
- Launched new products and seasonal campaigns for the internal company store while assisting 15 to 50 monthly users, delivering exceptional customer service and enhancing brand consistency.
- Created visual assets for two monthly email newsletter campaigns reaching over 100,000 subscribers.

### Event & Team Support

- Designed branded materials for three large-scale events with 100 to 300 attendees, delivering a cohesive, on-brand experience from signage to giveaways.
- Contributed to employee engagement across a hybrid and nationwide workforce of hundreds by developing internal campaigns, contests, and visuals that encouraged participation and boosted team morale.

## Skills

### Design Tools

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat, Premiere Pro, After Effects), Canva, Figma, Google Workspace (Slides), Microsoft Office Suite (PowerPoint, Word)

### Marketing & Communication

Brand Development, CMS (Content Management Systems), Content Strategy, CRM (Customer Relationship Management), Email Marketing, Print Collateral, Promotional Merchandise, Social Media Campaigns

### Creative & Technical Skills

Animation, Illustration, Photography, Video Editing, Web Design

### Productivity & Collaboration Tools

Asana, Google Workspace (Docs, Sheets, Drive), Microsoft Office Suite (Excel, Outlook, Planner), WorkZone

### Other Skills

Adaptability, Event Planning, ChatGPT (Prompt Engineering, Ideation), Clear Communication, Project Management, Time Management

## Experience

### Owner & Graphic Designer

Brands By Bekah LLC

March 2020–Present

"Working with Rebekah was so easy. She listened to every idea we had, and ran with it. She produced the most beautiful designs for us and we LOVE them."

- Owners of CorLa,  
Freelance Client

### Marketing & Design Coordinator

Waterstone Mortgage Corporation

March 2022–October 2024

"Bekah has become an integral part of the Marketing team and the Waterstone Mortgage family. She consistently meets the demand of her job, and her teammates know they can rely on her!"

- Sarah Carpenter,  
Director of Marketing,  
Waterstone Mortgage

### Graphic Designer I

Waterstone Mortgage Corporation

March 2021–March 2022

"I was consistently impressed with Bekah's innovative and creative ideas with brand marketing and design. She managed her time extremely well and always met deadlines. Her work exceeded expectations and set the company apart in an otherwise 'dry' industry. Her drive and passion for design shines through her work."

- Nell Bormann,  
Previous Marketing Specialist,  
Waterstone Mortgage

### Graphic Designer

Savage Creative Agency

October 2019–March 2020

"During her time with us, she showed progress in her design skills and an understanding for the client/agency relationship. She's truly been the most mature and likable designers we've had on our team."

- Tracy Olson,  
Senior Art Director,  
Savage Creative Agency

### Graphic Design Intern

Lessiter Media

June 2019–October 2019

"Bekah is incredibly hard-working, dependable, coachable and pleasure to be around. Beyond that, she is a great communicator, who has no problem asking questions or following up on a job."

- Lewis Horn III,  
Senior Graphic Designer,  
Lessiter Media

## Education

### Graphic Design Associate of Applied Science Degree

Waukesha County Technical College

August 2015–August 2019

## Contact

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