



Need good vibes and great designs? I've got you covered.

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

- Developed the branding and landing page from concept to completion for a local non-profit's new initiative, which generated 7 donations and new members within the first month.
- Redesigned a private golf club's newsletter and email templates, elevating the brand's look and reducing design costs by \$200 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, supporting 15-50 monthly users with exceptional service while strengthening 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 (100-300 attendees), delivering a cohesive, on-brand experience from signage to giveaways.
- Contributed to employee engagement across a hybrid, nationwide workforce by developing internal campaigns, contests, and visuals that boosted participation and morale.

Skills

Design Tools

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

Marketing & Communication

Brand Development, Content Strategy, Email Marketing, Print Collateral, Social Media Campaigns

Creative & Technical Skills

Animation, Color Theory, Brand Identity Design, Illustration, Layout Design, Photography, Typography, Video Editing, Web Design

Productivity & Collaboration Tools

Asana, Microsoft Office Suite (Excel, Outlook, Planner)

Other Skills

Clear Communication, Collaboration, 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 Corporation

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 Corporation

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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