

Rebekah Eve Evans

Marketing | Creative Design | Communications

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Professional Experience

Oddcast - Voki, Marketing and Talent Coordinator, September 2015 – present

- Researched and collate appropriate content for lessons, based on standards
- Developed style and writing guidelines for writers to follow
- Created presentation graphics in Adobe Photoshop and Illustrator
- Developed content and curriculum for each lesson including vocabulary, visuals and Voki TTS scripts
- Share innovative ideas with key stakeholders on how to improve Voki products
- Adhere to scheduled tasks, to meet quick turnaround deadlines

Simply Organic Beauty, Digital Presentation Manager, August 2014 – September 2015

- Developed UX/UI advancements
- Worked closely on e-Commerce and Marketing team
- Led a team of five employees
- Positioned company on Social Media via Facebook, YouTube, Twitter, LinkedIn, Instagram, and Google+
- Product expert within assigned regions
- Took ownership role in how product was merchandized and how new content is created
- Crafted both online content and print collateral
- Maintained a consistent look, feel and tone across the website
- Created presentation and campaigns, as well as ad editorials
- Managed movement of content and associated assets through to completion
- Monitored success of web content and presentations

Golden Glow Medical Spa, Marketing and Public Relations Manager, June 2013 – August 2014

- Led a Marketing department of six employees
- Understood web behavior, web culture, and what does and doesn't work from a consumer point of view
- Used analytics to help shape future projects; includes testing different elements and monitoring impact; using this information to establish best practices by region
- Responsible for data quality issues; co-ordination with LOCs to identify and correct any data issues
- Solicited content from numerous stakeholders

Wyndham Worldwide, Marketing and Public Relations Specialist, May 2012 – June 2013

- Worked on Marketing team to support sales
- Crafted both online content and print collateral
- Maintained a consistent look, feel and tone across the website
- Created online ad promotions

- Understood web behavior, web culture, and what does and doesn't work from a consumer point of view
- Assisted with email content creation and involvement in building emails
- Solicited content from numerous stakeholders
- Made use of AP style, editing and grammar skills

Hillsborough County, Senior Marketing Assistant, December 2011 – May 2012

- Worked closely with writing press releases
- Worked closely with writing copy for library publications
- Made use of AP style, editing and grammar skills
- Managed lower-level employees, as assigned

Creative Loafing, Intern, January 2010 – February 2011

- Worked closely with the news editor to research, write and produce multiple stories
- Made use of Chicago style, editing and grammar skills
- Created written content for blogs, newsletters, e-blasts, and campaigns

Education

The University of South Florida, Master of Arts in Teaching degree expected May 2017

- MAT, Education

Writer for USF's campus paper, The Oracle

The University of South Florida, Bachelor of Arts degree obtained December 2011

- Awarded BA, Mass Communications, Journalism
- Recipient, Bright Future's Scholarship and Tampa Tribune Minority Journalist Scholarship
- Writer for USF's campus paper, The Oracle

Middleton Magnet High School, diploma obtained May 2006

- Technology track

Work Skills

- Experience with elementary and secondary education
- Experience developing curriculum
- Exemplary skills in writing, editing and proofreading
- Natural teaching and leading abilities
- Highly versed in Google Docs; Adobe Acrobat, InDesign, Photoshop, Dreamweaver, Illustrator; Microsoft Office; Keynote; Prezi, HTML coding; conversational Spanish and American Sign Language
- Web presentation management
- Experience with keyword research, Google Analytics, SEO, SEM, and graphic design
- Exceptional communication and organizational skills
- Ability to manage multiple priorities under tight deadlines
- Strong attention to detail, highly organized, self-motivated, resourceful

References

Available upon request.