



REBECCA COHEN



MARKETING & VISUAL COMMUNICATIONS SPECIALIST

Seasoned marketing professional with a background in professional photography and videography. Proficient in marketing strategies, branding, web design, social media management, graphic design, and motion graphics. By blending my knowledge of visual arts and consumer behavior, I create visually stimulating campaigns that drive audience engagement and establish a strong brand identity.

WORK EXPERIENCE

Mount Mercy University, Cedar Rapids, IA
Visual Media Specialist
04/2022 – 8/2023

Experience:

- Played a key role in a comprehensive brand refresh, which involved creating new videos, graphic/logo animation, developing new voice for brand, ad copy and capturing photos to enhance the overall marketing campaign materials.
- Successfully launched various marketing materials across multiple platforms, including digital ads, websites, social media, and print.
- Prioritized supporting enrollment marketing efforts while also coordinating digital assets, photo/video equipment, student interns, and freelancers when necessary.

Accomplishments:

- Conducted an impressive 390 photo shoots and 115 video shoots, resulting in a total of 424 successful projects.
- Collaborated in the production of 176 printed materials and published 51 media stories, contributing to the overall success of the brand refresh.
- Produced eye catching visual content for an airport ad campaign, reaching an impressive audience of 1,160,126.

Social Media, Website, and Online Advertising:

- Collaborated in managing a substantial amount of social media posts (986), digital ads (96), and digital media paid campaigns (8).
- Successfully executed targeted social media initiatives, combining organic and paid tactics, leading to a significant 15% growth in social media followers, a 23% increase in engagement, and an impressive 2,729,094 impressions from digital ads.
- Contributed to a substantial 30% surge in new web users and a remarkable 265% boost in unique website views through effective online advertising strategies.

Enrollment and Team Management:

- Achieved a notable 3% increase in total enrollment through successful marketing campaigns and effective lead nurturing strategies.
- Demonstrated excellent leadership skills by training and mentoring a team of 3 interns, resulting in improved productivity and overall team success.

LET'S CONNECT

Marion, Iowa
563-422-1394
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CREATIVE FIELDS

- Photography
- Video
- Graphic Design
- Squeeze Cheese Cracker Artist

MAD SKILLS

- Video Production & Editing
- Photography
- Story Telling
- Visual Content Creation
- Audio Mixing
- Vivid Imagination
- Creative Director
- Motion Graphics
- Animation
- Collaboration
- Email Marketing
- SEO
- Growth Mindset
- Digital Campaigns
- Web Design
- Brand Management
- Social Media Management
- Project Management
- Drone Piloting
- Communication

SOFTWARE & TOOLS

- Adobe Creative Suite (most frequently use)
 - Premiere Pro
 - After Effects
 - Express
 - Photoshop
 - Lightroom
 - InDesign
 - Podcast
 - Illustrator
- Ai Tools (currently using)
 - ChatGPT
 - Adobe
 - Grammarly
 - Zapier
 - Motion
- Frame.io
- Videoleap
- Canva
- CapCut
- Hootsuite
- WordPress
- Slack
- Asana
- Meta Business Suite

Photography By Rebecca, Iowa/New Jersey

Photographer | Videographer | Social Media Manager | Marketing | Branding | Business Owner
05/2003 – Current

Experience:

- Conceptualized and prepared comprehensive multimedia marketing campaigns by leveraging an array of creative assets such as captivating photos, immersive videos, compelling graphics, logos, branded merchandise, visually appealing web page design and development, and consistent brand messaging.

Accomplishments:

- Edited over 100 videos, orchestrated 9000 social media posts, photographed over 515 weddings, published in 40 magazines nationwide, crafted 350 print pieces, managed the brand for 7 companies, and designed and built 15 websites, ensuring a strong and consistent brand presence throughout.

Marketing/Branding:

- Established and prepared branding goals for clients through strategic initiatives, creating a unique and recognizable brand identity that resonates with the target audience.
- Boosted website traffic by 50% by implementing proper distribution methods to reach target audiences through social media, online advertising campaigns, email blasts, online advertisements, and print media
- Administered the printing process for marketing materials, ensuring high-quality output that aligns with the brand's visual identity and message.

Social Media Manager:

- Crafted compelling copy and visually appealing photo, video, and digital ads to engage and attract audiences, consistently incorporating the brand's visual elements and messaging.
- Managed multiple social media platforms, such as Instagram, Facebook, Meta ads, Facebook Events, X, YouTube, Snapchat, and TikTok, to amplify the brand's presence and maintain a cohesive brand experience across all channels.
- Streamlined social media posting schedules using Hootsuite, Meta Business Suite and Canva. Increased social media engagement by 30% through optimized and targeted content strategies.
- Stayed up to date with visual media trends, utilizing analytical skills and ai tools to adapt content strategies and remain competitive.

Business Owner:

- Demonstrated solution-seeking skills in managing day-to-day business operations, including budgeting, insurance, taxes, and payroll.
- Implemented exceptional customer service, addressing client needs and exceeding expectations.
- Effectively trained and motivated a team of 5 employees, ensuring they embody the brand's values and deliver a consistent brand experience, resulting in advanced productivity and employee satisfaction.

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**CHECK OUT
MY PORTFOLIO!**

EDUCATION

Full Time Filmmakers
Cinematography/Video Production
April 2019-June 2020

AA-Photography
Art Institute of Fort Lauderdale

CERTIFICATIONS

I have obtained 22 certifications encompassing various areas of expertise in Marketing, Social Media, Digital Marketing, Content Creation, and SEO.

[Find a list of all my certifications here.](#)

CLIENTS INCLUDE

- Almost Famous Popcorn
- Shorts Burger & Shine
- The Bearded Boarder
- Little Rockers Band
- Wilhelmina Modeling NYC
- Finery Bridal and Trend Boutique
- The Knot Magazine
- Maudience
- North Bend Studio
- RMN - Residential Mortgage Network
- Onlineseedsales.com
- Cedar Rapids Kernels
- South Slope
- Mega Radiant
- G5 Fitness
- Martha Sweeney
- Donutland
- YMCA of Marion
- CITY Laundering
- Uptown Coffee
- B&M Construction
- SCOOP There it IS!