

# REBECCA GOLDBERG

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DESIGN | MARKETING | DIGITAL STRATEGY

## ABOUT ME

FREELANCE GRAPHIC DESIGNER WITH 5+ YEARS EXPERIENCE IN WEB AND PRINT DESIGN FOR BRANDING, MARKETING AND EVENT PROMOTION.

MULTIDISCIPLINARY ARTIST WITH SOFT SPOTS FOR POSTER ART, TYPOGRAPHY AND PACKAGING DESIGN.

CRITICAL EYE WITH EXTREME ATTENTION TO DETAIL. DISCIPLINED, INDEPENDENT WORKER WITH LEADERSHIP SKILLS NECESSARY TO FLOURISH IN A TEAM ENVIRONMENT.

## EXPERIENCE

### **DESIGNS BY REBECCAMICH, LLC. // CREATIVE DIRECTOR**

**AUGUST 2011 - PRESENT, WORLDWIDE**

I WORK WITH SMALL BUSINESSES AND BRANDS TO DEVELOP ENGAGING DIGITAL AND PRINT DESIGNS. MY CLIENT BASE RANGES FROM LOCAL RESTAURANTS TO GRAMMY AWARD-WINNING ARTISTS. I EXECUTE RELATED DESIGN WORK INCLUDING LOGO/BRAND DESIGN, APPAREL DESIGN (SCREENPRINT), SOCIAL MEDIA GRAPHICS AND PRINT/DIGITAL BASED MARKETING MATERIALS.

### **ROCKET PRINTING // GRAPHIC DESIGNER**

**AUGUST 2011 - APRIL 2012, ROYAL OAK, MI**

I WAS THE IN-HOUSE GRAPHIC DESIGNER RESPONSIBLE FOR GENERATING CLIENT-DIRECTED DESIGNS AND PROJECTS AS WELL AS EDITING EXISTING ARTWORK. I WAS ALSO RESPONSIBLE FOR PROVIDING ART DIRECTION TO PRODUCE A VARIETY OF GRAPHICS FOR PRINT ADS, BROCHURES, BANNERS, EVENT POSTERS AND VARIOUS MARKETING MATERIALS.

### **GENERAL PHYSICS CORPORATION / TRAINING ADMINISTRATOR**

**DECEMBER 2007 - AUGUST 2011, TROY, MI**

I MANAGED THE EXTERNAL EVENT TRAINING PROGRAM FOR UNITED TECHNOLOGIES CORPORATION (190,000+ EMPLOYEES). I WAS THE LEAD EVENT BOOKING COORDINATOR AND ACTED AS THE REGISTRATION FACILITATOR.

## ADDITIONAL SKILLS AND INTERESTS

- DIGITAL AND FILM PHOTOGRAPHY
- ELECTRONIC MUSIC PRODUCTION AND PERFORMANCE
- I ENJOY READING, EATING WELL, SPENDING TIME OUTDOORS AND TRAVELING

ATHENS, GREECE IS ONE OF THE MOST PARAMOUNT PLACES I'VE TRAVELED TO SO FAR. IT HAS A THRIVING ART/MUSIC/CULTURE ATMOSPHERE, IS EASY TO NAVIGATE, AND HAS SOME OF THE BEST MEALS I'VE EVER EATEN.



ROYAL OAK, MI



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## SKILLS

### **ADOBE SUITE**



### **WRITING/EDITING**



### **MICROSOFT OFFICE**



### **WEB DESIGN**



### **MAC & WINDOWS PROFICIENT**