





REBECCA JACKSON

MARKETING PROFESSIONAL

PROFILE

Resourceful and innovative marketing professional with 10+ years of experience defining brand messaging and leading campaigns for a diverse variety of targets and channels. With a proven track record of identifying opportunities to enhance digital marketing engagement and growing brand awareness across audiences. Is adept at building and leading diverse marketing teams.

CONTACT

-  rebgeorge1@gmail.com
-  713.677.9582
-  rjmarketing.org
-  linkedin.com/in/rebecca-george

EDUCATION

BACHELOR OF APPLIED ARTS & SCI,
Stephen F. Austin State University
Business, Management, Marketing,
& Related Support Services

ASSOCIATE OF ARTS AND SCIENCES
Lone Star College-CyFair
Visual Communication, Graphic Design

HONORS & AWARDS

SUMMA CUM LAUDE

Lone Star College-CyFair

FOUNDATIONS OF LEADERSHIP CERTIFICATE 1 & CERTIFICATE 2

National Society of Leadership & Success

INTERPERSONAL SKILLS

- Leadership
- Detail Oriented
- Communication
- Time Management
- Collaboration & Team Innovation
- Problem-Solving
- Conflict Resolution

EXPERIENCE

GRAPHIC DESIGNER | *Quanta Services Inc., June 2024 - Present*

- Led cross-functional design initiatives for Quanta and its operating companies, aligning brand strategy with visual storytelling to elevate market presence and internal cohesion.
- Directed the end-to-end creative vision for two full-scale company rebrands, including development of robust brand guideline systems, tone-of-voice frame works, and marketing toolkits to ensure seamless rollout across all channels.
- Collaborated closely with executive leadership to translate complex business proposals into visually compelling presentations and strategic collateral, helping secure key partnerships and new business opportunities.
- Spearheaded the visual strategy for high-stakes bid proposals, ensuring brand consistency while distinguishing the company from competitors through innovative, narrative-driven design.
- Maintained brand governance across all touchpoints, mentoring junior designers and working with internal teams to uphold a unified, high-impact visual identity.
- Integrated design thinking into broader marketing initiatives, contributing to campaign concepts, messaging hierarchy, and customer journey mapping.

CREATIVE DIRECTOR | *RJ Marketing, Sep 2014 - Present*

- Designed and launched a high-converting real estate website, resulting in a 40% increase in qualified leads.
- Conceptualized, designed, and delivered a user-friendly mobile app for collecting and preserving family recipes, focusing on intuitive UX and emotional storytelling.
- Developed and managed marketing strategies, budgets, and full-scale campaigns for seven startups across diverse industries, helping to establish brand identities and drive early growth.
- Provided creative direction for branding, digital assets, and multimedia content, aligning each project with client goals and audience needs.
- Collaborated closely with founders, developers, and marketing teams to ensure cohesive messaging and impactful visual design.

SR. DESIGNER | *Norton Creative, Nov 2022 - Sep 2023*

- Led design for the 2 largest clients increasing their sales by over 30% per quarter.
- Created processes procedures increasing productivity and consistency by 20%.
- Oversaw design direction of 2 designers on a regular basis as well as led other teams with specific projects.
- Worked in conjunction with accounts to increase one of the current retainers by 50% through high quality performance and precision marketing.
- Led development of project proposals for new and established clients that resulted in increase revenue 15%.
- Planned and led quarterly photo shoots for the largest retainer client.
- Collaborated with all teams to ensure brand standards were maintained through all marketing channels.
- Planned Social Shoot and Social Strategys that increased interactions by 20%.
- Conceptualized created video content for optimal social engagement.

SR. GRAPHIC DESIGNER | *Landry's, Jul 2021 - Nov 2022*

- Supported 60 different brands with marketing collateral.
- Led 3 signature group brands in re-branding their style guides.
- Produced animated eblasts that increased click interactions by 25%.
- Created content for 3 of the in house magazine publications.

REBECCA JACKSON

MARKETING PROFESSIONAL

TOOLS

ADOBE CREATIVE SUITE

- InDesign
- Photoshop
- Illustrator
- Premiere Pro
- InCopy
- Acrobat
- WorkFront

GENERAL BUSINESS

- Excel & Google Sheets
- Word or Google Docs
- PowerPoint
- Microsoft Teams
- Outlook

WEB & SOCIAL

- Figma
- HTML 5 & CSS
- WordPress
- HootSuite
- Creative Hub
- AirTable
- TikTok

EXPERTISE

CREATIVE DIRECTION

- Creative Conception & Solutions
- Project Strategy & Management
- Marketing Budget Management
- Storyboarding & Sketching
- Digital & Print Strategy/Design
- Social Media Strategy & Management
- Promotional Copywriting

PHOTOGRAPHY

- Photo Shoot Planning & Direction
- Environmental Design
- Composition Propping
- Photo Editing
- Video Editing & Production

BRANDING

- Brand Positioning
- Brand Identity
- Style Guides
- Logo Design

WEB DESIGN

- Wire-Framing
- UX Design
- SEO Strategy

SOCIAL MEDIA

- PPC & Paid Social Content
- Organic Social Content

EXPERIENCE CONTINUED *(Apr 2014 - Jul 2021)*

GRAPHIC DESIGNER | *Sugar Creek Baptist Church*

- Conceptualized and led design on 60% of the larger project including yearly annual reports and larger outreach events.
- Collaborated with the video team to create cohesive content through all 12 of our marketing channels.
- Assisted the promotional marketing for the REACH campaign whose goal was to gain \$15 million in donation pledges.
- Was part of the design team that redesigned the app and website.
- Directed art for two 10-chapter children's ministry curriculum books called "The GOD Book" and The JESUS Book".
- Managed Social content including Paid Ads and PPC.

GRAPHIC DESIGN SPECIALIST | *Lumegent*

- Oversaw the design and development of a new website for an overseas travel agency.
- Tutored the social media managers in the creation and design of 32 social media post templates.
- Led design for the annual report for our 2 largest clients.

GRAPHIC DESIGNER | *Katy Magazine*

- Produced elegant designs for 13 editorial stories and designed 10 on-brand ads for partnered clients.
- Implemented the organization of 23 editorial pieces and 40 ads for the final layout.
- Reviewed all digital assets and file organization for 5 different publication issues.

GRAPHIC DESIGNER / PRINT PRODUCTION TECH | *AlphaGraphics*

- Completed high-quality designs, quotes, and print services for approximately 20 clients per day.
- Learned first-hand current print production techniques to understand resolutions to potential printing issues.
- Implemented new design consultation techniques that increased productivity and accuracy by 20%.

CREATIVE DIRECTOR - CONTRACT | *Patented Systems, Inc.*

- Fabricated a re-brand and updated the brand guidelines to modernize the company's aesthetic.
- Implemented the transition of moving the existing website to a content management system.
- Managed a team of photographers and interns to create a 500-page catalog.
- Developed marketing strategies that overall increased sales by \$1 million over the yearly projections.

MARKETING INTERN | *Hosanna Houston*

- Successfully developed a marketing campaign that increased event attendance and exceeded 50% of initial projections.
- Archived an increase in Sunday morning attendance by 30% through new digital marketing strategies.
- Oversaw the weekly media volunteer responsibility to ensure they were completed ahead of schedule.