

Rebecca Jackson

MARKETING & BRAND STRATEGIST

rebgeorge1@gmail.com / Katy, Texas / 713.677.9582 / rjmarketing.org

SUMMARY

Marketing and brand strategist with 10+ years of experience developing customer-focused campaigns, executive communications, business-development materials, and integrated brand experiences. Trusted to manage important projects from start to finish, balance creative thinking with practical business needs, and collaborate effectively with senior leaders and internal stakeholders.

WORK EXPERIENCE

BRAND STRATEGIST & CREATIVE DIRECTOR | J.R. Moore & Slate LLC | 2014 – Present

- Lead brand strategy, campaign development, creative direction, and customer-focused marketing.
- Develop positioning, messaging, websites, presentations, and integrated campaigns.
- Collaborate with clients and creative partners to build cohesive digital and print experiences.

GRAPHIC DESIGNER | Quanta Services Inc., 2024 – 2025

- Partnered with VPs and SVPs on executive presentations, bid books, and confidential pursuit materials.
- Transformed technical information into persuasive narratives, messaging, and visual presentations.
- Managed five to six concurrent decks through extensive reviews, tight deadlines, and revisions.

SENIOR DESIGNER | Norton Creative, 2022 – 2023

- Led brand and campaign development for hospitality and restaurant clients across multiple channels.
- Improved workflows, coordinated two designers, and developed proposals, concepts, and content strategies.

SENIOR GRAPHIC DESIGNER | Landry's, Jul 2021 – Nov 2022

- Supported integrated marketing, rebranding, loyalty, and promotional work across approximately 60 brands.
- Developed brand systems and customer-facing content across digital, email, print, menu, and in-store channels.

GRAPHIC DESIGNER | Sugar Creek Baptist Church | 2018 – 2021

- Developed multi-channel campaigns across social, digital, print, web, publications, and live events.
- Supported fundraising, outreach, paid media, and high-attendance community initiatives.

GRAPHIC DESIGN SPECIALIST | Lumegent | 2017

- Developed a new client website, social media templates, annual reports, and customer-facing materials.
- Trained social media managers and supported communications for key client accounts.

GRAPHIC DESIGNER | Katy Magazine | 2017

- Produced editorial layouts for 13 stories and advertising creative for approximately 10 local brands.
- Organized publication content and maintained digital assets across multiple magazine titles.

GRAPHIC DESIGNER / PRINT PRODUCTION TECH | AlphaGraphics | 2016 – 2017

- Managed high-volume design, quoting, production, and print services for approximately 20 clients daily.
- Resolved production issues and improved the accuracy and efficiency of client consultations.