

Rebecca Jackson

MARKETING & BRAND STRATEGIST

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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.

ADDITIONAL EXPERIENCE

CREATIVE DIRECTOR – CONTRACT | Patented Systems, Inc. | 2016

- Led a company rebrand, website transition, and development of updated brand standards.
- Coordinated creative resources and developed marketing strategies associated with approximately \$1 million in annual sales growth.

MARKETING INTERN | Hosanna Houston | 2014 – 2015

- Developed digital campaigns that exceeded event-attendance and donation projections.
- Coordinated weekly media assignments, volunteer schedules, and campaign deadlines.

EXPERTISE

MARKETING & BRAND

Brand Positioning • Integrated Campaigns • Customer Journey Strategy • Content Strategy • Marketing Communications

BUSINESS DEVELOPMENT

Executive Presentations • Bid Books & Proposals • Pursuit Narratives • Sales Enablement • Strategic Messaging

CREATIVE DIRECTION

Creative Concepts • Storyboarding • Photography Direction

PROJECT LEADERSHIP

Stakeholder Coordination • Concurrent Project Management • Revision Management • Process Improvement

CORE COMPETENCIES

Brand Strategy • Executive Communications • Campaign Strategy Development • Stakeholder Management
Cross-Functional Collaboration • Business Development Marketing • Strategic Storytelling • Proposal Development
Customer Experience • Project Management

TOOLS

ADOBE CREATIVE SUITE

InDesign • Photoshop • Illustrator • Premiere Pro • Acrobat • Express

EMAIL MARKETING & ESP PLATFORMS

Salesforce • Mailchimp • Klaviyo • Constant Contact • HTML Email Development • A/B testing • Segmentation

BUSINESS & PRODUCTIVITY

Microsoft 365 • Google Workspace • PowerPoint • Excel • Airtable • Basecamp • Adobe Workfront

WEB & DIGITAL

Figma • HTML/CSS • WordPress • Shopify • Hootsuite • TikTok

EDUCATION

BACHELOR OF APPLIED ARTS & SCIENCES | Stephen F. Austin State University

- Business, Management, Marketing & Related Support Services
- Foundations of Leadership, Certificates I & II / National Society of Leadership & Success

ASSOCIATE OF ARTS AND SCIENCES | Lone Star College–CyFair

- Visual Communication, Graphic Design / Summa Cum Laude
- Phi Theta Kappa Honor Society