

Punta Gorda, FL 33982

PHONE

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EMAIL

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SKILLSET

Content Creation & Design

→ Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere) - 20+ years

→ Photography and videography, including GoPro underwater filming

→ Brand identity development and visual storytelling

→ Web design and WordPress development

Technical

→ Social media scheduling tools (Hootsuite)

→ Video editing and photo manipulation

→ Print and digital asset production

→ UI/UX design principles

Fishing & Marine Experience

→ Owner/operator of 50' offshore fishing vessel (Gulf coast, SW Florida)

→ Active reef fish angler - red snapper, grouper, amberjack

→ Underwater filming capability (Blu3 hookah diving system)

→ Firsthand knowledge of catch-and-release practices and descending device use

EDUCATION

Bachelor of Science in Graphic Design

The Art Institute of Fort Lauderdale - Fort Lauderdale, FL

January 2003 – December 2006

ADDITIONAL QUALIFICATIONS

→ Florida resident, located on the Gulf Coast (Punta Gorda)

→ Available for flexible, remote part-time schedule

→ Own vessel and equipment for on-water content creation

→ Familiar with Gulf reef fish species, regulations, and angler community

Rebecca "Bec" Archer



Visual content creator with 20+ years of graphic design experience and hands-on expertise in photography, videography, and digital media production. Active Gulf coast offshore angler with experience filming on-water and underwater content. Skilled in Adobe Creative Suite, web design, and building engaging visual materials that connect with target audiences. Seeking to combine professional content creation skills with firsthand fishing knowledge to produce authentic, high-quality social media content for Return 'Em Right.

WORK EXPERIENCE

→ Design & Fabrication Specialist

Hydraulics Hose & Cylinder - Fort Myers, FL

September 2024 – Present

- Create graphic design assets including signage, marketing materials, and branded visual content
- Built and deployed two WordPress websites supporting company marketing and customer engagement
- Produce photography and visual documentation for internal and external communications
- Design promotional materials using Adobe Creative Suite
- Design and fabricate custom solutions using Fusion 360 CAD modeling and 3D printing for shop organization and specialized tooling

→ Freelance Graphic Designer

Self-Employed - South Florida

2006 – Present (concurrent with other positions)

- Provided design services for diverse clients across print, digital, and web platforms
- Developed brand identities, marketing collateral, and visual content
- Maintained long-term client relationships through consistent quality and creative problem-solving

→ Owner/Operator

Southern Bee Company LLC - Punta Gorda, FL

August 2019 – January 2025

- Managed all aspects of small business operations including scheduling, logistics, and client relations
- Coordinated seasonal activities and maintained detailed operational records

→ Crew Lead - Queen Program

Wonderful Bees - Punta Gorda, FL

September 2017 – August 2019

- Led team operations, scheduling, and implementation of production programs
- Managed logistics including transport, inventory tracking, and contract fulfillment

→ Quality Control Lead

Wonderful Bees - Punta Gorda, FL

June 2015 –February 2016

- Led quality control operations for hive health program
- Coordinated with field crews and ensured adherence to production standards
- Managed inventory tracking and program documentation

→ Beekeeper

Headwaters Farm - Punta Gorda, FL

May 2012 – August 2014

- Managed hive operations including health monitoring, seasonal maintenance, and production
- Coordinated with farm operations for pollination services

* Headwaters was acquired by Wonderful Bees January 2015