

# REBECCA LISOSKI

## EDUCATION & HONORS:



### **Binghamton University**, *State University of New York, School of Management*

- Master of Business Administration, Focus in Marketing & Leadership / Consulting
- **GPA:** 3.90/4.00 | Dean's List



### **Binghamton University**, *State University of New York*

- Bachelor of Arts, Graphic Design
- **GPA:** 3.55/4.00 | Dean's List | Summa Cum Laude

## PROFESSIONAL EXPERIENCE:



### **Marketing Communications Coordinator** *Legacy Manufacturing*

- Oversee all communications functions for the launch of the new international engineering company.
- Organize, design and proofread production-ready artwork for catalogs, website and Cut Sheets.
- Successfully develop and maintain company website with hundreds of products.



### **Marketing Graduate Assistant** *Campus Recreation*

- Develop marketing collateral, logos, web and social media graphics.
- Serve as interim Marketing Director during a period of transition, followed by training of new Director.
- Brainstorm concepts for upcoming projects, programs, and services.



### **Lead Design Manager** *Chase & Paige LLC*

- Managed a team of 4 designers and adhered to strict deadlines for clients.
- Inspected all designs sent out for production on promotional products to ensure quality control.
- Maintained Fortune 500 accounts such as Plan IT ROI and Microsoft.



### **Freelance Consultant** *Hue Studios*

- Created brand identity through effective design for both print and web platforms.
- Met with clients to grasp an understanding of their needs before making decisions.
- Responsible for creating holistic marketing solutions that have a high visual impact.



### **Visual Intern** *Giorgio Armani*

- Produced directives for Armani Jeans and Armani Collezione US Northeast.
- Traveled across the Northeast and assisted in creating a visual layout of the products.

## LEADERSHIP EXPERIENCE:



### **Vice President of Marketing** *Graduate Management Association*

- Construct all promotional materials, emails, and social media to promote the Graduate School.
- Conduct market research on events to provide education and development for all graduate students.



### **President** *Alpha Epsilon Phi, Phi Mu Chapter*

- Responsible for running the largest sorority on campus consisting of 109 undergraduate students.
- Directed programs that raised \$30,000 benefitting Sharsheret and Elizabeth Glaser Pediatric Aids Foundation.



### **Senior Designer** *Binghamton Student Design Agency*

- Provided the community with needs based non-profit design production.
- Met with clients belonging to SA chartered organizations that wish to obtain a rebranded identity.



### **Dispatcher, Riding Attendant, President of Youth Org.** *Commack Ambulance*

- Led meetings and presented in front of community on behalf of the Ambulance Company.
- Illustrated in-depth ability to think and act quickly, calmly, and accurately in an emergency and under stress.

## CONTACT:

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## BIO:

I am a visual thinker and a people person. Over the past few years, I have been drawn towards opportunities that allow me to develop these two qualities. It is my intention to seek employment that will further enhance my love of design and utilize my enthusiasm to lead. My passion for design is highlighted through over 5 years of professional marketing experience. My desire to collaborate with others led me to supplement my bachelor's degree and pursue an MBA with a focus in Marketing & Leadership.

## SKILLS:

- Microsoft Office Suite
- Adobe Creative Suite



- Wordpress
- Basic HTML
- Leadership + Passion
- Creativity + Teamwork