

# REBECCA VIDACOVICH

(405) 834-3693

RebeccaAWulff@gmail.com

www.RebeccaCopywrites.com



Copywriter



Social Media



Marketer



Digital Media

---

## Professional Profile

A driven professional, passionately continuing a career in advertising. I seek to bring true value to my employer and become an indispensable asset. I am versatile & goal-oriented with the discipline to reach those goals.

Copywriting  
Social Media  
Journalism  
Public Relations  
Strategy

Web Marketing & SEO  
Campaign Management  
Creative Brainstorming  
Graphic Design (developing)  
Photography (developing)

---

## Professional Experience

Mason & Moon Advertising, Oklahoma City

Nov 2010 - Present

**Social Media  
Manager**

Develop, grow & manage online marketing campaigns. Effectively drive brand awareness & engagement to social media pages & traffic to webpages for all clients & the agency.

**Copywriter**

Write all client & agency communications, including TV & radio scripts, taglines, website copy, newsletters, proposals, billboards, etc. Develop, oversee and implement smart, effective campaigns.

**Digital Media  
Marketing**

Develop, manage & optimize strategic PPC, CPC & CPM campaigns, oversee ad creation. Use Google Analytics to measure growth.

Edmond Outlook Magazine & Back40 Design Group, Oklahoma City

Aug 2009 - July 2010

**Managing  
Editor**

Managed 6 writers & a publication staff of 4. Planned, researched, wrote, & edited all articles for the monthly magazine using AP style standards. Brought a keen eye to the editing process, resulting in a consistently error-free publication.

**Marketing  
Coordinator**

Developed & executed promotional marketing for the Back40 Design brand. Responsible for all social media, website content & blog post activity according to marketing goals.

Freelance Writing & Social Media Services, Oklahoma City

Social Media Manager	Oklahoma City Advertising Club	Nov 2010 - Present
Social Media & Content Writer	T&S Web Design	Feb 2013 - Present
Writer	Edmond Outlook Magazine	July 2010 - Apr 2011
Web & Media	Cottonwood Salon Spa	Aug 2010 - Nov 2010

---

## Professional Affiliations

Communications Committee Member & Social Media Manager  
Oklahoma City AAF Advertising Club

Jan 2011 - Present

- Largest Ad Club, District 10 (2011, 2012, 2013)
- Best Club Involvement, District 10 (2011, 2012, 2013)

Ad Club works to encourage professional development and provide networking opportunities. As part of my duties, I manage the social media accounts for the club and participate in membership growth strategies.

Member      Allegiance of Emerging Professionals      Apr 2011 - Present  
AEP is a dynamic organization of young people who share a passion to experience the best of Oklahoma City. Our goal is to create a diverse and vibrant community that influences change in Oklahoma City's cultural and professional landscapes.

---

## Awards

2012 Bronze ADDY Self-Promotion Integrated Campaign "27.3 Interactive Teaser Website"  
2011 Silver ADDY Regional/National, :30 Radio "Toasted Grilled Cheese"

---

## Education

BS Marketing, Minor in Journalism	University of Central Oklahoma
AS Business Management	Oklahoma City Community College

---

## Software

Mac OSX, Windows, Microsoft Office Suite (Word, Excel, PowerPoint), Illustrator, InDesign, PhotoShop, Google Analytics, Google Ad Words, Basecamp and all major social media management tools.

*Excellent references & portfolio available upon request*