

Rebecca Barth

Digital Marketing

Copywriting - Social Media - Content Management

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Utilizing a background in marketing, design, and writing to create compelling digital content that drives results.

Professional Experience

Digital Marketing Associate | Trendway Corporation

Jun 2017 - Jul 2018

Responsible for generating written and graphic content for the company's website, social media accounts, digital newsletter, and marketing campaigns; collaborating across departments to develop and edit a variety of documents, layouts, and presentations, enforcing a consistent brand and voice throughout the company.

- Increased read-rate of the monthly client newsletter, by soliciting and editing contributions from various departments, writing original copy, and building templates according to brand standards.
- Improved engagement and site visits by creating a Product of the Month campaign, which focused marketing efforts on the company website, newsletter, and social media, on a single product.
- Cultivated customer relationships by producing and managing course materials for a learning and development program offered through a national trade organization.
- Enhanced website user experience through a project I owned, by facilitating interviews with clients and internal experts, and providing content and design direction to the web development team.

Freelance Content Writer | LaFleur Marketing

Aug 2016 - Jan 2018

Conducting research and writing original blog content to express each clients' business and brand; collaborating with peers to provide content for over ten different clients.

- Raised awareness of serious medical conditions, health issues, and safety hazards.
- Increased web traffic for a law firm by providing valuable blog content that attracted clients.

Pharmaceutical Auditor | Meijer

Mar 2012 - May 2017

Inspecting the authenticity and accuracy of incoming pharmaceutical shipments; creating and adapting new policies and procedures in order to improve process efficiency.

- Designed an email process that facilitated quicker response times on issues.
- Created a training guide to assist in the job training process and standardize procedures.

Education

Davenport University

Bachelor of Web Design & Development

Dec 2015

3.98 GPA

Technical Skills

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|--------------------|--------------|----------------------|--------------------|
| • Adobe InDesign | • Web Design | • Desktop Publishing | • Buffer |
| • Adobe Photoshop | • HTML & CSS | • Graphic Design | • Constant Contact |
| • Microsoft Office | • WordPress | • Video/GIF Design | • Google Analytics |