

Rebekah H. Hughes

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Professional Summary

Marketing professional with 30+ years of experience in multimedia marketing and brand identity including event planning, website development, social media advertising, copywriting, and graphic design for print and digital advertising collateral. Competent in a wide range of design software and equipment.

Key skill areas include:

**Marketing – Public Relations – Event Planning – Leadership – Publishing Content – Project Management
Website Design – Branding – Graphic Design – Community Engagement – Media Relations**

Highlighted Professional Experience

Director of Marketing and Communications – *New College Institute* 10/2019 – Present

- Implement and evaluate all marketing and branding campaigns and collateral in partnership with NCI stakeholders towards joint marketing opportunities, while overseeing a team of professionals
- Manage key relationships including working closely with multiple vendors, media, staff, and additional stakeholders to drive consistency of messaging and overall image, resulting in strong public relation strategies ensuring NCI mission and programs are designed with a positive image in mind
- Develop and execute a variety of content distribution strategies, such as press releases, e-newsletters, annual reports, fliers and brochures to engage partners, stakeholders, and the community. Enhance content delivery through the use of photos, videos and promotional giveaways.
- Create and implement marketing strategies for new and existing events and educational programs while managing state budget requirements and overseeing spending for promotional and marketing initiatives.
- Maintain strong relationships with local and regional news organizations, national media entities, trade and industry publications, and other media outlets to increase awareness of NCI programs and opportunities
- Direct and oversee NCI website design, hosting, and ongoing maintenance by monitoring and implementing configuration changes to Wordpress content management systems, manage user permissions, and conduct website audits for usability testing and accessibility compliance
- Support the development and delivery of online educational programs by updating NCI's Learning Management System (LMS) and eCommerce system to provide a seamless registration/payment process for various students
- Lead maintenance and monthly data reporting for TRUST drone test administration in compliance with FAA
- Manage all marketing communications to NCI social media outlets including Facebook, Twitter, LinkedIn, Flickr, Instagram, YouTube and TikTok resulting in supportive and consistent messaging
- Plan, promote, execute and attend events and trade shows to promote individual programs and NCI as a whole
- Assist in creation and implementation of educational and workforce training program development

Freelancer/Owner – *40eleven Design Solutions* 03/2006 – Present

- Implement multiple website projects utilizing WordPress and hosting configurations primarily with Bluehost and GoDaddy to design server configurations, graphic design templates, layouts, typography, photo imaging processes, plugin installation, secure server setup, and manage security issues with interfaces
- Create social media marketing strategies for Hampton Roads business and organizations including creating regular posts to Facebook, Twitter, YouTube, and Instagram platforms
- Design graphics and print promotional fliers, brochures, business cards, logos, banners, trade show display materials, yard signs, flags and other collateral requested by stakeholders
- Create written materials through copywriting and editing various e-newsletters, online blogs, and print media

Web and Graphic Designer – *The Rogers Agency* 11/2014 – 02/2018

- Managed the creative designs of digital and print materials for multiple clients resulting in the creation of various logos, brochures, fliers, slick sheets, rack cards, banners, signs, folders, and other collateral
- Created and maintained new websites for clients by project planning the templating, design, and implementation using WordPress content management system and implemented Search Engine Optimization strategies.

Creative Director – TEN56 Brand Development**03/2013 – 08/2014**

- Developed consistent brand identities for clients across multiple media platforms in both digital and print mediums resulting in consistency of look, feel, and tone of business identity
- Produced marketing materials including websites, social media content, prints, web advertisements, brochures, presentations, corporate reports, business cards, signage, and displays
- Implemented online advertising campaigns through analyzing data for Google AdWords and Facebook advertising, and administered successful email marketing campaigns through Campaign Monitor and MailChimp interfaces
- Planned and created social media campaigns utilizing Facebook, Twitter, and YouTube while consulting with clients on the effective uses of Pinterest, LinkedIn, Tumblr, Instagram, and WordPress among others

Information Technologies Client Services Manager – Christopher Newport University -VECTEC**07/1997 – 05/2009**

- Managed complete website projects involving HTML programming, JavaScript, php, graphic illustration, site layout, site design, typography, website maintenance, and photo imaging processes while working independently with more than 100 clients
- Oversaw project management responsibilities for complex web interface systems including local city and county entities with responsibilities towards initial consultations for hardware and software requirements, establishing project goals, building plans, tracking project development, and working with technical and client personnel
- Created yearly marketing strategies for VECTEC and CNU through streaming multimedia video presentations, mass email newsletters, advertisements, and events including seminars and trade shows
- Designed the logo for the Virginia Electronic Commerce Technology Center, and lead various presentation projects for the Southeastern Virginia Electronic Commerce Forum, Digital City Hampton Roads, Isle of Wight Kiwanis Club, the Hampton Roads ITEC expo, and Barnes & Noble Booksellers
- Lead as an instructor for Christopher Newport University Center for Community Learning while playing a key role in developing curriculum for courses including include Basic and Advanced HTML, Website Development, and Surfing the Internet, as well as instruction in basic computer software and Windows-based environments

Director of Communications – VA Peninsula Chamber of Commerce (VPCC)**01/1997 – 06/1997**

- Served as Manager and Editor of a monthly newspaper called Enterprise (20-page tabloid, circulation: 5,000) with responsibilities focused on writing and editing articles, incorporating desktop and publishing software in layout and design, managing publication budgets and advertising sales, and managing production and circulation plans
- Created strong community relations with local corporations, educational institutions, non-profit organizations and small businesses in Hampton Roads
- Supported previous Marketing Representative responsibilities from previous role served

Marketing Representative – VPCC**06/1995 – 01/1997**

- Produced public relation kits and marketing literature for prospective members
- Developed relocation packets for distribution to individuals and corporations new to Hampton Roads
- Designed promotional materials for Special Events Committee while helping to respond to inquiries for VPCC programs, regional events, website design, and website maintenance resulting in a promotion to Director of Communications for versatile skills and abilities

Volunteer – Multiple organizations**06/1995 – 06/2022**

- Warwick County Historical Society
- Worked with local middle and high school teachers, coaches and athletic directors to manage websites, and encourage fan support through banners, flags, and other print and digital media.
- Served as PTA president for Calvary Classical School to encourage positive relationship between school administration and families, as well as overseeing fundraising opportunities and events
- Athletic Coach for middle and high school students in soccer, basketball and softball

Education & Certifications**James Madison University – B.S in Mass Communications (Journalism)****Technical Highlights****Adobe Creative Suite – WordPress – WooCommerce – Moodle LMS – Yoast – Meltwater – Hubspot
Microsoft Office – Apple Pages, Numbers & Keynote – Constant Contact – MailChimp – iMovie – HTML**