

REBECCA MOLNAR

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ART DIRECTOR • VISUAL STORYTELLER • CONCEPTUAL DESIGNER

I never wanted to fit in with a specific group, even in high school. Instead I prefer to cross those imaginary lines, break down those barriers, and bridge the gap. This desire has helped me be a better Art Director. Most of my experience has been as the sole creative which has allowed me to wear many hats, be well versed in a variety of mediums, and collaborate with (read: learn from) many disciplines. I understand the important role that social listening and data analytics play, and for me, form will always follow function. While I can't make you go viral instantly, what I can do is create content and concepts supported by research that not only resonates with your audience, but can also effortlessly scale across multiple platforms and formats. Ultimately building a community of loyal ambassadors for your brand.

Areas of Expertise • Print • Digital • Brand Identity • Web Design

Social Graphics • Paid Ads • In-Store Signage • Direct Mail • Presentation Design

Internal Communications • Marketing Strategy • Email Campaigns • Copywriting

Direct Mail • Apparel • Video Editing & Animation • Data Visualization

TECHNICAL SKILLS & CERTIFICATIONS

Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Final Cut Pro, Microsoft Word, Powerpoint, Acrobat, Google Docs, Basecamp, Magento

PROFESSIONAL EXPERIENCE

Grow Green MI, Whitmore Lake, MI • April 2017 to Present

Art Director

I oversee all communications online and in-store. I have also been key to developing many successful campaigns and events by cultivating unique, relatable, short-form content across multiple channels.

Specific Accomplishments:

- I manage our annual 'swag' budget of \$100,000 as I design and order custom promotions items, while coordinating with outside vendors on production quality and time. I also collaborate with our 200+ vendors to create co/op apparel, direct mail, social strategy and more
- Growing our social communities by 900% across Facebook, Instagram, and YouTube. From 5,000 followers to over 50,000 followers by providing customer service and creating targeted content that not only provided value but drove conversions. Also created and managing a FB group that has grown to over 8,000 members
- Launched \$50 delivery program across Michigan by supporting social, paid ads, keeping our delivery map up to date, and ultimately increasing delivery orders by 500% while shortening delivery time for our customers from 3-5 days to sometimes same-day delivery
- Supported roll out of our 'Dank Deals' machine - a limited time and quantity sale tool. This increased our site traffic 400% and ultimately converted Amazon shoppers to direct consumers. It's also estimated to have increased the number of orders by 200% within the first 6 months
- Created a line of apparel customers would stand in line for
- Communicated business transitions effectively and timely (i.e. moving store location and changing store hours.) I also supported COVID rules and regs with in-store signage and social updates
- Created event signage & communications to help 2,000+ attendees navigate our annual events
- Conducting surveys and collecting google reviews at our events

FleishmanHillard, Charlotte, NC • August 2013 to January 2017

Senior Account Executive Designer

As the sole creative for both NC offices, I oversaw social media accounts while also developing social content for such brands as Cree LED, Kay Jewelers, & Duke Energy. I worked closely with the analytics team to create data visualization that supported reporting and presentation efforts for key clients such as Google, and to support new business pitches. I was also a part of a 2-person photo/videography team allowed me the opportunity to document events, products and employee testimonials for clients such as AT&T, Siemens Healthcare, the Carolina Ballet, and Cree LED.

Specific Accomplishments:

- I helped grow Cree LED socials from less than 20,000 followers to over 220,000 followers
- I learned to design for Google in Google Slides, which is no easy task

Freelance, United States • October 2010 to August 2013

Art Director

Working as a freelance art director allowed me the creative freedom to diversify my work. I was also able to perfect my organizational skills and the ability to effectively scope a project.

Specific Responsibilities:

- Real Integrated: Responsible for multimedia pieces including billboards, email templates, website designs, brochures and Facebook banners
- Bold Communications Group: Created in-store signage used in Harley Davidson stores around the country – for a new initiative allowing motorcycles to be rented for the first time. Marketing collateral included signage, posters, window clings, counter cards and sales sheets
- DaySmart Software: Responsible for the identity and advertising of the DaySmart brand and their software products including magazine ads, brochures, web elements, packaging & trade show
- Peli Image Studio: Studied under Jon Merrifield to learn the art of After Effects

Young & Rubicam, Dearborn, MI • June 2008 to September 2009

Art Director Intern

I worked side-by-side with Senior Art Director/Copywriter teams to bring creative concepts to life for the Lincoln National Brand. I brainstormed concepts, created storyboards/animations, photoshopping mockups, and finessed new business pitch decks. Active listening and collaborating well with others helped to make this internship a success.

Specific Accomplishments:

- Assistant DP for a documentary “Flat Out On The Salt”
- Won a D Show Award for work done on the Muskegon Luge

DP+ Company, Farmington, MI • September 2007 to January 2008

Creative Intern

I worked directly under the in-house photographer to set-up and take-down shoots, as well as handle post production file formatting and large-batch retouching for such brands as the DIA and Kellogg. Attention to detail and ability to be laser-focused was helpful during such tedious work.

EDUCATION

Bachelor's Degree, Advertising Design
College for Creative Studies • Detroit, MI
