

EDUCATION

+ College for Creative Studies [BFA Advertising Design]

August 2006 – May 2010

EXPERIENCE

+ Grow Green MI [Art Director]

April 2017 - Present

I oversee all design for the business from online to in-store. I have also been key to developing many successful campaigns and events. My role has included designing and ordering over 50K tshirts, over 100K lighters, managing an annual budget of \$100K for swag and promotional items, while collaborated with our 200+ vendors to create co/op swag and advertising materials/giveaways...etc. During this time I have been able to help grow their social presence from under 5K followers to over 45K by cultivating unique, relatable, short-form content and paid ads. I design billboards, apparel, create in-store signage, outdoor signage, video recaps, online website graphics and landing pages, facebook ads, google ads, apparel, POS displays, stickers for helicopters - you name it.

+ FleishmanHillard [Senior Account Executive Designer]

August 2013 - January 2017

As the sole creative for both NC offices, I oversaw the social accounts for Cree LED, growing their following from less than 20K to over 220K followers. I was also a key player developing social content for such brands as Kay Jewelers, Duke Energy, Patheon, and the North Carolina Judicial Courts. Content creation included imagery, GIFs, videos, infographics, illustrations and copy. Multitasking and learning to understand data/metrics came in handy for this role. Working closely with the analytics team, I created data visualization to support reporting and presentation efforts for key clients including Google. Being part of the 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.

+ Freelance [Art Director]

October 2010 – August 2013

Working as a freelance art director allowed me the creative freedom to diversify my work. Time management and hustle was a requirement, as was organizational skills and the ability to effectively scope a project.

- 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. I created magazine ads, brochures, app designs and web elements, packaging & tradeshow designs
- Peli Image Studio: Studied under Jon Merrifield to learn the art of After Effects

+ Young & Rubicam [Art Director intern]

June 2008- September 2009

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, and was made the Assistant DP for the documentary “Flat Out on the Salt”. Actively listening and collaborating well with others helped make this internship a success.

+ DP + Company [Creative Intern]

September 2007 – January 2008

My first internship, I worked directly under the in-house photographer, Mark Einhaus, 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. My attention to detail and ability to be laser-focused was helpful during such tedious work

SKILLS

Photography, Videography, Animation, Brand identity, Corporate identity, Marketing, Print Design, Social Media Content, Web Design, Data Visualization, Presentations, Copywriting, Strategy,
+ Adobe Photoshop, Illustrator, InDesign, After Effects, Final Cut Pro, Powerpoint, Word, Acrobat, Google Docs

THANK YOU
FOR TAKING THE TIME
TO REVIEW MY RESUME.



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