



MARKETING

professional

My name is Rebecca Kaiser and I am currently a Marketing Specialist for Team One Credit Union in Saginaw, Michigan.

I am a 1998 graduate of Ferris State University with a Bachelor of Science degree in Visual Communication. With my years of experience in the workforce, I continue to grow my skills and knowledge not only in graphic design, but also in marketing and business management.

My responsibilities have included creation and execution of marketing materials and proposal presentations, graphic design and layout for all types of campaigns both online and print, management of social media outlets, and website design and management.

I have worked on projects in a group environment where teamwork is critical as well as in an individual setting where management and deadlines are my own. I am confident in my skills and abilities in either situation and enjoy the challenges that come with each.

Examples of my work can be viewed on my portfolio website at <https://rkgraphicdesign.weebly.com/>

I believe my qualifications, experience and passion for design and marketing would be a good fit for your needs. I appreciate your time and consideration, and look forward to hearing from you.

Sincerely,

Rebecca Kaiser



MARKETING

professional

AREAS OF EXPERTISE

Marketing
Graphic Design
Print
Branding
Web
Social Media

KNOWLEDGE

Macintosh + Microsoft
Adobe Ps | Id | Ai
Microsoft Office
iBook Author

EDUCATION

Bachelor of Science
Visual Communication
> 1994 - 1998
Ferris State University

Direct Marketing Online Study
> 2005
Ferris State University

CONTACT

☎ (989)992-3136

✉ kaiser.reb76@gmail.com

PORTFOLIO

rkgraphicdesign.weebly.com

> Additional samples available upon request.

PROFILE

I am a graduate of Ferris State University with a Bachelor of Science degree in Visual Communication. Through my years of experience I have continued to grow my skills and knowledge not only in graphic design, but also in marketing and business management.

My responsibilities have included creation and execution of annual marketing plans and budgets, graphic design and layout for numerous campaigns both online and print, management of social media outlets, and event planning.

EXPERIENCE

Marketing Specialist
Team One Credit Union, Saginaw, MI (April 2021 - current)

Marketing Director
WTA Architects, Saginaw, MI (February 2018 - 2021)

Director of Marketing & Communication
ABC/GMC, Midland, MI (2012 - 2018)

Communication & Development Specialist
Bay Area Family Y - Bay City, MI (2007 - 2011)

Marketing Coordinator
Wolverine Bank, Midland, MI (2004 - 2006)

Graphic Designer
Envision Communications, Midland, MI (2000 - 2003)

Marketing Specialist
Crowe Chizek & Co., LLP, Grand Rapids, MI (1998 - 2000)

COMMUNITY

Camp Lu Lay Lea Board of Trustees (2015 - 2020)

MidMichigan Health Volunteer (2016 - 2018)

Bay City Noon Optimist Club (2011- 2013)

Leadership Bay County Class Advisor (2012)

Leadership Bay County Class of 2011

Energize Young Professionals Steering Committee (2009 - 2011)

REFERENCES

Jimmy Greene
President/CEO Associated Builders and Contractors | P: (989) 213-4367

Meleah Retzloff
Branch Manager - 1st State Bank | P: (989) 492-7500

Jim Vietti
Executive Director - Dow Bay Area Family YMCA | P: (989) 895-8596