

# Rebecca Phillips

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## Objective

My professional background and educational qualifications align well with positions in strategic communications, digital marketing, public relations, and project and brand management. I am eager to contribute to a dynamic, positive, and team-oriented work environment.

## Experience

### First Realty

#### Marketing Coordinator

Auburn, AL  
October 2024 – Present

- Founded and developed the in-house marketing team from the ground up
- Built and maintain the company website via WordPress, ensuring up-to-date listings and brand consistency
- Plan, source, and execute housing fairs in partnership with Auburn University
- Contribute to the expansion and development of the company's Brokerage Department
- Utilize Google Performance Analytics to drive digital growth, achieving the following in less than six months:
  - 8.9% Average CTR
  - 60.3K+ Total Impressions
  - 5.35K+ Total Clicks

### Sain Engineering Associates, Inc. SEA

#### Marketing Project Coordinator

Birmingham, AL  
June 2021 – Sept. 2024

- Contribute to the development of Federal/non-Federal proposals
- Create project plans that outline specific goals, tasks, timelines, and resources required for marketing campaigns and initiatives
- Increase visibility and engagement by 11% on SEA's LinkedIn platform to promote SEA
- Utilize Salesforce software to contact clients about the various activities occurring with SEA
- Develop branding tactics to elevate SEA's marketing visibility

### Connect Contemporary

#### Social Media Manager

Atlanta, GA  
April 2023 – May 2024

- Oversee Instagram accounts for multiple artists affiliated with Connect Contemporary
- Monitor Key Performance Indicators through Instagram Insights to gain additional comprehension and assess the effectiveness of the engagement strategies
- Promote artists' Instagram profiles to boost follower count by 7%, enhance engagement, and attract potential clients

## Education

### Savannah College of Art & Design

M.A. Luxury & Brand Management  
Relevant Coursework: Summa Cum Laude

Atlanta, GA  
Class of 2024

### Auburn University

Fashion Merchandising / Minor in Business

Auburn, AL  
Class of 2021

## Certifications & Leadership

- HubSpot Digital Marketing Certified
  - SCAD Ambassador
  - Google Ads Certified
- August 2025 – Present  
Winter 2023 – Fall 2024  
February 2021 – Present

## Skills & Interests

**Technical:** Microsoft Office Suites; WordPress; Canva Pro; Adobe Creative Cloud; Asana; Meta Business Suite

**Characteristics:** Detail-oriented; Strong Communication; Data-Driven; Brand Awareness; Relationship Builder; Adaptable