

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.

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 with a Minor in Business
Relevant Coursework: Dean's List 2020-2021

Auburn, AL
Class of 2021

Experience

Sain Engineering Associates, Inc. SEA
Marketing Project Manager

Birmingham, AL
June 2021 – June 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
- Develop branding tactics to elevate SEA's marketing visibility
- Increase visibility and engagement by 11% on SEA's LinkedIn platform to promote SEA
- Utilize CRM software to contact clients about the various activities occurring with SEA

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

MNTN Co.
Content Manager

Remote
Fall 2020 – Summer 2021

- Managed team virtually for the fashion Instagram to promote sustainability within the fashion industry, as well as MNTN Co. merchandise
- Maintained the content schedule and calendar through the utilization of monday.com
- Engaged with micro-influencers to foster a mutually beneficial partnership between MNTN Co. and the diverse Instagram influencers

Leadership & Activities

- SCAD Ambassador Winter 2023 – Fall 2024
- SWATCH by AMDA – "Dior X Monopoly" Spring 2021

Skills & Interests

Technical: Microsoft Office Suites; Sharepoint; Google Ads Certified; Adobe InDesign, Illustrator, Photoshop; Canva Pro
Characteristics: Detail-oriented; Communicative; Leadership; Adaptable; Proofreading