

Rebeka Morales

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EXPERIENCE

Communications and Events Coordinator

Feb. 2020 – April 2021

College of Law, University of Oklahoma | Norman, OK

- Develop digital and print design collateral working with vendors for promotion and events
- Compose weekly e-newsletter distributed to faculty, staff and students
- Film and edit 15 videos for social media, tutorials, virtual tours and events using Adobe Premiere
- Manage content for OU College of Law website, blog and social media platforms
- Coordinate the creation of a new customized student portal connected to Salesforce
- Design templates within Pardot (Salesforce) using HTML and CSS
- Function as Salesforce administrator for the communications department
- Organize over 150 virtual and in-person events, such as conferences, seminars, banquets, etc.

Communications Coordinator

Oct. 2016 – Feb. 2020

School of Aerospace and Mechanical Engineering, University of Oklahoma | Norman, OK

- Design graphics and copy for a variety of digital and printed materials including posters, brochures, visual displays, alumni newsletters and magazines
- Film, edit and produce video and photography projects for the department
- Design product within the university's brand strategy, maintaining brand identity for the school
- Manage the school's website (ame.ou.edu), blog and media relations using Adobe Experience Manager
- Create content for 5 social media accounts, including Facebook, Instagram, Twitter, LinkedIn
- Coordinate and manage 100% of large and small department events, including travel and lodging arrangements

Director of Marketing

Aug. 2015 – Jan. 2016

Freestyle Creative | Oklahoma City, OK

- Manage the marketing department 15-person team to produce quality results for all clients
- Develop and pitch ideas, briefs, concepts and budgets to 20+ clients
- Support marketing department team with development of client graphic design, brand design strategy and social media content calendars
- Create and implement on-boarding program for new hires, including writing the Staff Handbook in collaboration with the CEO and president
- Maintain additional duties from previous position as Digital Marketing Strategist (below)

Digital Marketing Strategist

Jan. 2015 – Aug. 2015

Freestyle Creative | Oklahoma City, OK

- Formulate graphic design concepts, professional visual presentations, marketing templates and layouts for clients from initial idea to final execution
- Design and implement social media advertisements, print materials and promotional materials
- Develop and design brand strategy for high-profile clients, including typography, color theory and visual storytelling
- Design and implement new client on-boarding briefs to streamline learning about the client's purpose, mission and desired outcome
- Organize and manage content creation for over 10 client and company social media accounts
- Create client websites, including wireframe mockups, copywriting, graphic design, HTML, CSS, SEO and analytics

Digital Marketing Manager & Graphic Designer, Music Festival Coordinator

Feb. 2014 – Jun. 2015

WPM Promotions | Norman, OK

- Design posters, tickets, passes, merchandise, press kits and other promotional material
- Manage content for 5 company WordPress websites
- Manage all digital marketing and advertising across all media platforms, including Google ads, Facebook ads, retargeting ads and content calendars
- Conceptualize new music festival event by developing brand strategy and handling media relations, including being the spokesperson to media
- Coordinate all aspects of the festival (talent contracts, logistics, vendors, and sales) with event staff

EDUCATION

University of Oklahoma | Bachelor of Arts in Public Relations and International Studies (Dual Degree)

Dec. 2014

SKILLS

Graphic Design | Motion Graphics | Video and Photography + Editing | Web Design | UI Design | Digital Marketing | Event Coordination | Project Management | Lean/Six Sigma Business Management | Public Speaking | Leadership

TOOLS

Adobe After Effects | Adobe Audition | Adobe Experience Manager | Adobe InDesign | Adobe Illustrator | Adobe Lightroom | Adobe Photoshop | Adobe Premiere | Discord | Hootsuite | Microsoft Office 365 | Salesforce | Squarespace | Wix