

# REBECCA MUNKELWITZ

design and communications specialist

## WORK EXPERIENCE

**Northern Vermont University, Communications** 2017-present  
web and digital communications manager

- ◆ Produce, design, and schedule social media content across Facebook, Instagram, Instagram Reels, Twitter, and LinkedIn
- ◆ Work with students, faculty, and staff to produce quality digital marketing campaigns, with web, image, and video aspects.
- ◆ Maintain constant communication with other departments to ensure web content is up-to-date
- ◆ Collaborate with the director of marketing and communications to ensure institution communications are distributed through the proper channels internally and externally
- ◆ Work with staff writer daily to produce new content for the website and social media
- ◆ Assist the director of marketing and communications with project management
- ◆ Maintain, organize, and distribute digital media as needed to internal and outside sources
- ◆ Co-lead successful migration of institution website from Drupal to Wordpress

**The Vermont Flannel Company** 2018-2020  
web and social media manager

- ◆ Assisted in launch of brand new website, initiated all new website procedures from processing orders, inventory management, to maintaining functionality and visuals
- ◆ After taking over website and social media, web sales increased on average 40% some months upwards 100%
- ◆ Initiated new Social Media plan, focusing on Facebook, Instagram, and Twitter. Customer engagement increased significantly. Oversaw 2 social media employees
- ◆ Regularly designed print materials and digital advertisements to meet company brand
- ◆ Researched and implemented new applications, software, and policies to improve company communication, website functionality, and shipping/inventory procedures
- ◆ Coordinated the maintenance of technology company wide
- ◆ Acted as a company liaison between employees and the owner, often making decisions in his absence
- ◆ Oversaw 2-3 employees who operated web store
- ◆ Worked with a team daily to assist with marketing and company logistics
- ◆ Collaborated on new products and pattern designs

**SlopeStyle Ski & Ride** 2011-2018  
graphic design/sales/web manager/social media

- ◆ Maintained functionality of website, boosted online interaction 100%
- ◆ Updated social media feeds and graphics
- ◆ Designed advertisements: print, web, social media, e-mail, etc...
- ◆ Data entry within POS, website, spreadsheets
- ◆ Managed and tracked inventory
- ◆ Coordinated and attended events and trade-shows

## EDUCATION

**Lyndon State College** 2018  
B.A. visual communications, graphic design and advertising

**Community College of Vermont** 2015  
A.A. graphic design

## CONTACT

### Phone

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### E-Mail

rebecca.munkelwitz@gmail.com

### Website

rebecca-designer.com

## SKILLS

### Adobe CC

Illustrator  
InDesign  
Photoshop  
Lightroom  
Bridge  
Premiere Pro  
Dimension

### Microsoft Office

Word  
Powerpoint  
Publisher  
Outlook  
Excel

### HTML and CSS

### Project Management

Basecamp  
Asana  
Slack  
Wrike

### CMS

BigCommerce  
Drupal  
Wordpress  
Wix

### Marketing Software

Springbot  
Hootsuite  
Meltwater

### Other

Shipstation  
Shipper HQ  
Google Suites  
Slate