

# REBECCA WEISENHOFF

GRAPHIC DESIGNER

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## EDUCATION

### AMERICAN UNIVERSITY

2010-2014

BACHELOR OF SCIENCE IN MARKETING  
MINOR IN GRAPHIC DESIGN

## TECHNICAL SKILLS

### PROFICIENT IN:

- ADOBE CREATIVE SUITES
- SKETCH
- PARDOT
- MICROSOFT OFFICE
- HTML CODING
- GOOGLE ANALYTICS
- BRIGHTEDGE

## WORK EXPERIENCE

### GRAPHIC DESIGNER

#### CAPTERRA

(Acquired by Gartner in 2015, now one of three brands within Gartner Digital Markets)

ARLINGTON, VA

MARCH 2018-PRESENT

- Create design materials for the Gartner Digital Markets marketing team across three distinct brands to match brand guidelines and specific intake requests; ranging from print to digital assets
- Film and edit video for Capterra social media accounts by utilizing AfterEffects and DSLR camera
- Photograph corporate headshots for Gartner, as well as promotional headshots for PR efforts and photo shoots for social media accounts and campaigns
- Manage a freelancer responsible for delivering over 1500 paid ad designs for the three brands in a short time frame
- Aided in the launch of Capterra's rebrand including development of the logo redesign, colors, typography, background treatments, iconography, website layout, and hero image, and have begun the rebrand of the other two companies
- Implemented innovative tools to support in the growth of a new creative team, including Monday.com for task management, an intake form and creative request process, a project management style, and a team workflow

### MARKETING SPECIALIST

#### CAPTERRA

(Acquired by Gartner in 2015, now one of three brands within Gartner Digital Markets)

ARLINGTON, VA

MARCH 2017-MARCH 2018

- Promoted to Marketing Specialist in less than one year, and continued the job duties of the former Marketing Associate position with increased responsibility
- Designed imagery for all social platforms, as well as swag materials, one-pagers, presentations, emails, and infographics
- Redesigned and coded the monthly email newsletter in Marketo and Pardot for both Capterra and Software Advice, another Gartner Digital Markets brand
- Aided in the implementation of a new email marketing tool and helped facilitate the transition from Pardot to Marketo, including leading the training on the Marketo coding language with the email team
- Continued to find ways to grow followers and improve brand voice across social media platforms

## **MARKETING ASSOCIATE**

### **CAPTERRA**

(Acquired by Gartner in 2015, now one of three brands within Gartner Digital Markets)

**ARLINGTON, VA**

**APRIL 2016-MARCH 2017**

- Responsible for the management and growth of seven branded Twitter accounts through content curation, follower and audience management, and community management/engagement using tools such as Hootsuite and Oktopost
- Grew social and referral traffic steadily YOY on multiple social platforms including Pinterest, Facebook, Google+, Instagram, Twitter, LinkedIn, Quora, and Slideshare.
- Designed social cards for the team to utilize on social media, and designed customer-facing emails
- Published blog posts daily via WordPress, following branding and formatting guidelines
- Created and distributed monthly category-specific newsletters utilizing Pardot to engage email lists and continue fostering brand awareness
- Facilitated relationships with influencers in the specific software spaces through outreach on Buzzstream and on social platforms
- Ran social follower campaigns such as giveaways and contests, which had results upwards of 1,000 followers per month of campaign
- Monitored and reported referral and social traffic via Google Analytics
- Used Google AdWords and Brightedge to complete quarterly keyword research for the content team, and collaborated with the content team to ideate topics for blog content
- Wrote occasional posts for the Sales & Marketing blog category on Capterra's blog
- Attended Dreamforce 2016 as a representative of Capterra and helped acquire thousands of email subscribers

## **DIRECTOR OF COMMUNICATIONS**

### **SURPRISE RIDE**

**WASHINGTON, DC**

**FEBRUARY 2014-APRIL 2016**

- Illustrated diagrams and books that were included in the monthly subscription boxes
- Managed all functions of customer service, including communicating and problem-solving, and developing and implementing strategies to enhance the customer experience
- Designed all paid social and display advertisements, emails (newsletters and promotional), and blog headers
- Assisted with various marketing initiatives including paid media, email marketing, and social media
- Coordinated email marketing by designing, coding, and tracking emails using MailChimp
- Created customer content, including blog posts and company updates
- Increased customer retention and acquisition via brand development and the design of cohesive marketing campaigns
- Participated as an integral member of a start-up organization and marketing team focused on delivering results and driving acquisition
- Designed and tested retargeting ads
- Coordinated blogger outreach to create partnerships and organize blog reviews and giveaways

## **DIGITAL MEDIA MARKETING INTERN**

**A2Z, INC.**

**COLUMBIA, MD**

**MAY 2013-DECEMBER 2013**

- Coded live emails on Dreamweaver using HTML Coding
- Used Vertical Response emailing tools to send mass emails to trade show attendee and exhibitors
- Wrote articles for tech blogs (i.e. tsnn.com)
- Redesigned template emails on Photoshop and Dreamweaver
- Created instructional and informational video tutorials for the website