

REBEKAH HULLIHEN

803-603-2398 | RebekahHullihen@gmail.com | Charleston, South Carolina | RebekahHullihen.com

Education

Clemson University
B.S. Graphic Communications
2015 - 2020

Proficiencies

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Premiere Pro

Social Media Marketing
Brand Development
Brand Consistency
Website Development

Digital Photography
Event Coordination
Natural Relationship Builder
Outcomes-Focused Leader

Experience

Visual Designer and Marketing Associate

SharpCloud Software

November 2022 - Present

- Spearhead the conceptualization, design, and successful implementation of multi-platform social media campaigns.
- Conduct comprehensive analysis and evaluation of social media presence, engagement, and effectiveness, enabling the production of highly targeted and impactful marketing campaigns.
- Assisted in the creation and implementation of an onboarding program for new software users.
- Coordinate, promote, and host a wide array of impactful webinar series and in-person events, curating engaging experiences for attendees.

Creative Director [Graphic Designer]

Speak Strategic Public Affairs, LLC

April 2020 - November 2022

- Produced and promoted The Joint Resolution podcast, which reached the top 1.5% of podcasts nationwide.
- Acting Creative Director for Annie Andrews' U.S. House of Representatives campaign.
- Acting Creative Director for Joe Cunningham's South Carolina Gubernatorial campaign.
- Responsible for the brand identity and consistency of all clients' online presence and public relations assets.
- Manage clients' visual communications and marketing goals.
- Successfully manage social media personalities for clients by identifying social media trends and opportunities for engagement, as well as managing a promotions schedule and creative communications staff.
- Collect and interpret analytical data from clients' social media communications, including short-form videos earning millions of views across multiple platforms -- one clip surpassing 2.2 million views on TikTok alone.
- Responsible for photography and videography at events, meetings, press conferences, and headshots utilized in promotions, on social media, and in website development.
- Coordinate and maintain a print schedule, and design artwork for clients pursuing direct mail campaigns.
- Responsible for the development, design, and maintenance of all client webpages.

Prepress Intern

Cyber Graphics

August 2019 - December 2019

- Performed various Adobe Illustrator tasks associated with aligning graphics to a mechanical template in accordance with the customer-supplied packaging specifications and to ensure graphic conformance to FDA and legal standards.
- Ensured graphic consistency for similar jobs within a family or brand.
- Communicated appropriate materials for the customers' final approval.

Prepress Artist

Frontier Label

September 2018 - January 2019

- Created artwork for clients, internal projects, and customer products.
- Reviewed submitted artwork to assure print specifications were met for digital print production.
- Maintained an active channel of communication with customers.
- Produced training documents for future interns and trainees, company letterhead, and company promotions.
- Worked alongside local and national brands to maintain brand consistency in printed products.