

Rebekah Rae Mullins

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Portfolio: www.rebekahmullins.com, LinkedIn. References available upon request.

Work Experience

Kraken Copy

May 2020 - Present

Sole proprietorship for freelance marketing opportunities. Includes contract work from ad agencies. Includes freelance Marketing Director role (full-service inclusion) at Buildings Plus, TN.

Senior Life Insurance Company

July 2020 - Present

Licensed life insurance agent. Contract sales position requiring constant client contact and upkeep.

Redroc Austin

November 2019 - March 2021

- Account Lead for a dozen local and national clients, with exemplary partnerships and new business
- Revamped and revitalized the Scrum/Agile Method for agency-wide use
- **Account Management:** reports, proofing, invoicing/billing, scheduling, client contact, events
- **Design:** decks, design crossover, web edits, social copy, translation, blogging, SEO, PR
- **Media:** STRATA media buying, traffic, digital ads, pacing, geofencing, social media management

Dunkin'

December 2018 - May 2019

Ran Baskin-Robbins, sandwich, and coffee counters. Customer service, dispute resolution, cash handling, calendar management, cleaning, and food preparation.

Higher Education

The University of Texas at Austin, Texas

August 2015 - May 2019

- Bachelor of Science, Advertising Management: 3 University Honors, Dean's List
- Minor in Business Foundations: Global Track with Distinction
- Bridging Disciplines Program Digital Arts & Media: Game Development Emphasis and Capstone
- Certificate in Global Management: emphasis in cultural analysis
- Study Abroad: Tecnológico de Monterrey Mexico City/Queretaro, University of Economics Prague

Syracuse University, New York

September 2013 - June 2015

- Creative Writing in Syracuse University Project Advance; coursework from OCC, SUNY Oswego
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Industry Experience

NSAC (National Student Advertising Competition), Course Agencies

August 2018 - May 2019

- Account planning/research, InDesign/edit teams, full-media campaign and pitch development
- Worked with real clients: Wienerschnitzel, Jane Winchester Jewelry, Groovy Automotive

Audience Development Internship at Texas Monthly

September 2018 - December 2019

- Conducted client-side research on ad performance data, reported results in weekly presentations
- Developed strategy and produced copy and design for experiential, social, and print campaigns

Teaching and Research Assistant at UT Austin

August 2018 - May 2019

- Managed conflicts and helped lead/grade three classes in global management and cultural analysis
- Coded focus group and interview findings on the effects of plus-size model usage in ads on children
- Prepared specimens in the Vertebrate Paleontology Lab at the Pickle Research Campus

Internship at Colibri LAMCO, Mexico City

July 2017 - December 2017

- Performed field research to develop a business plan for a new branch distributing government tech

Public Relations Officer of Jester East Residence Hall Council

September 2016 - June 2017

- Supervised and commanded 20 Floor Representatives, appointed and guided 2 Head Floor Reps
 - Initiation, weekly creation, and distribution of Newsletter; a new tradition with high readership
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Other Notable Skills

Adobe Creative Suite
HTML coding
Google Analytics

Sprout Social/Parse.ly
Shopify/Square
WordPress

Unity/Unreal
Trello/Slack/Loom
STRATA/Freewheel

LinkedIn/Other Courses: Game Design, Google Analytics, Freelance Writing. More software

Language: native English, fairly fluent Spanish, basic Irish, beginner Czech/German/Mandarin