

REBECCASTANSFIELD2699@GMAIL.COM

(316) 882-9522

WICHITA, KANSAS

REBECCA SISLER

EDUCATION

Bachelor of Arts in Communications-
Integrated Marketing with a minor in
American Sign Language

Wichita State University, Wichita, Kansas
Graduated May 2022

RELEVANT SKILLS

- Proficiency in Adobe Illustrator, Photoshop InDesign, Lightroom and Bridge
- Knowledgeable in Microsoft Applications such as Excel, Word, Outlook, and Teams
- Written and verbal communication skills

PORTFOLIO

<https://rebeccasisler.com>

WORK EXPERIENCE

HINKLE LAW FIRM LLC, Wichita, Kansas

Marketing Coordinator, Oct. 2023 - Apr. 2025

- Plan a social media marketing calendar and develop content for various platforms such as Facebook, Instagram, LinkedIn and X
- Analyze and report website and social media analytics and implement strategies to increase traffic, engagement and reach
- Develop effective collateral and marketing content, including web content, electronic communications, and print materials
- Redeveloped and regularly update the firm's internal website
- Serve as the point of contact for charitable organizations and sponsorships, ensuring payments and branded materials are received
- Coordinate with venues and vendors for webinars, seminars, and other events hosted or sponsored by the firm
- Gather, edit, and maintain the firm's digital media library

DOWNTOWN WICHITA, Wichita, Kansas

Marketing Coordinator, Aug. 2022 - March 2023

- Developed content for Downtown Wichita's and Old Town's social media
- Created branded graphics and media for routine use, holiday marketing, events, and marketing campaigns
- Gathered and edited photo and video content
- Maintained and updated Old Town's website
- Communicated and collaborated with team members across departments on a daily basis
- Coordinated with local businesses regularly for projects
- Analyzed and reported analytics on a weekly basis

DOWNTOWN WICHITA, Wichita, Kansas

Intern, June 2021 - Aug. 2022

- Managed Old Town district's Instagram, Facebook, and Twitter
- Gathered content and develop captions for posts
- Analyzed analytics and implement strategies to improve reach, awareness, and engagement
- Executed marketing campaigns focused on target demographics