

REBECCASTANSFIELD2699@GMAIL.COM
(316) 882-9522
WICHITA, KANSAS

EDUCATION

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

Wichita State University, Wichita, Kansas
Graduated May 2022

Bachelor of Fine Arts in Graphic Design

Wichita State University, Wichita, Kansas
Anticipated Graduation Date: May 2025
GPA: 4.0

RELEVANT SKILLS

- Proficiency in Adobe Illustrator, Photoshop and InDesign
- Knowledgeable in Microsoft Excel, electronic file management and Adobe Creative Cloud
- Skill in written and verbal communication

PORTFOLIO

<https://rebeccastansfield2699.wordpress.com>

REBECCA STANSFIELD

WORK EXPERIENCE

DOWNTOWN WICHITA, Wichita, Kansas
Marketing Coordinator, Aug. 2022- Present

- Develop content for Downtown Wichita's and Old Town's social media
- Create branded graphics for routine and holiday marketing campaigns
- Gather and edit photo and video content
- Maintain and update Old Town's website
- Communicate and collaborate with team members across departments on a daily basis
- Coordinate with local businesses regularly for projects

DOWNTOWN WICHITA, Wichita, Kansas
Intern, June 2021- Aug. 2022

- Manage Old Town district's Instagram, Facebook, and Twitter
- Gather content and develop captions for posts
- Analyse analytics and implement strategies to improve reach, awareness, and engagement
- Execute marketing campaigns focused on target demographics

LOREN KELLY COACHING, Virtual
Intern, June - Sep. 2020

- Produced content focused on driving sales through call to action and growing business following
- Developed and designed impactful content to market business to potential clients
- Composed blog content to support marketing campaigns with emphasis on growing relationships

VOLUNTEER EXPERIENCE

- Support Girls on the Run program raising almost \$5,000 toward scholarships for preteen, college bound girls while promoting strength and confidence in young women
- Volunteer for "GownTown" providing free second-hand prom dresses to low income teens