

Rebecca Jones

A good cover letter should give the reader a sense of who you are. It should compliment your resume: a list of hard and soft skills that prove your training and experience. It should reflect what makes you special as the reader hears your voice.

This is my voice.

My name is Rebecca Jones. I love puzzles.

As a dedicated creative director and graphic designer, my job is to tell stories through solving extremely complex puzzles.

I am good at what I do.

300 pieces, 500 pieces, 1,000 pieces – each piece hopefully anticipating their moment to be chosen, analyzed and placed, ready to be built on, ready to shine in their final position of the bigger picture.

Some puzzles may seem similar, their shape and size, their content, their intended tapestry of color an art; however when reviewed, I have never solved the same puzzle in exactly the same way. Ever. Sometimes I take the traditional route and start from the edges, working my way in. Sometimes, I'll start with a corner piece and work my way diagonally. I might split the puzzle into quarters and challenge a friend to a contest. With particularly complex puzzles, I'm not afraid to throw out all the "rules" and start over with a new technique.

I love a challenge. And I love challenging myself.

Your "puzzles" might be national marketing campaigns, branding expansion or re-branding opportunities, website design and direction with complex data integrations and challenging user journey flows, data-driven communication strategies, video production and visual storytelling production projects -- and your "pieces" are your target audience, data analyzation, workflow challenges, tight budgets, even tighter time frames...

You are going to want someone who gets your stories told in impactful, creative and memorable ways. You need someone to create lasting impressions, encourage engagement and inspire connection with your brand, your product, your business. You need someone who can solve your puzzles quickly, getting you the results you desire.

You need someone like me.

*I am: Authentic · Modest · Empathetic · Determined · Relentless · Undeterred · Analytical · Victorious · Reliable
Powerful · Thoughtful · Intentional · Dedicated · Calculated · Purposeful · Decisive · Teachable · Focused · Patriotic*

My name is Rebecca Jones. **I love puzzles.**



*I can complete a
300 piece puzzle
in approximately
1 hour.*

-True Story

Rebecca Jones

CREATIVE DIRECTOR

As a dedicated creative director and graphic designer, my job is to tell stories through solving extremely complex puzzles.

I am damn good at what I do.

EDUCATION

The Art Institute of Philadelphia, 2006
Bachelor's of Science in Graphic Design

The Art Institute of Philadelphia, 2005
Study Abroad Program: Florence, Italy

HARD SKILLS

Adobe Creative Suite

InDesign, Illustrator, Photoshop, Animate, Lightroom, Acrobat, XD, InCopy, Premier Pro, Final Cut Pro

Microsoft Office/Apple iWork/Google

Word, Excel, Powerpoint/Keynote, Numbers/Google Slides, Docs, Sheets, Wrike, Workfront, WIP

Web Experience

Shopify, Klaviyo/Mailchimp, Drupal 7, 8 & 9, SimpleView, Wordpress, Wix, Squarespace, HTML5 Ads, HTML Email

Analytics & Media

Google Analytics, Adara, Connected TV, Developed strategic Customer Surveys, Meta Business Suite, Google Ads & Analytics, Microsoft Clarity

SOFT SKILLS

Conceptual Process, Brainstorming, Client Relationships, Strategic Planning, Project Budgeting, Project Management, Talent Acquisition, Onboarding & Development, Team Management, Team Morale, Leadership Training, Presentations and Keynote Speeches

5
HIGH-TRAFFIC INTEGRATED WEBSITES
designed & launched

18
AWARDS
between 2015-2021

65+
PUBLISHED TRAVEL GUIDES
and that's just guides!

15+
INTERNAL INITIATIVES
to support team morale, revenue generation & team building

7
HIGH-BUDGET PHOTO & VIDEO SHOOT PROJECTS

5
NATIONAL CAMPAIGN LAUNCHES

WORK EXPERIENCE

2022–Present

Bagnet Company, LLC: Creative Director

Strategic marketing & planning for national e-commerce fashion accessory company. Reporting and collaboration directly with CEO/Founder. Managed Shopify website, including listings, design, troubleshooting, and apps. Responsibilities include advertising planning, creation and management, social media management including content planning and creation, scheduling and posting. Product development, sourcing and manufacturing for multiple product lines. Conducted annual consumer survey and analytics to inform multi-level email/SMS marketing program with customized/personalized campaigns and automatic flows. Managed marketing budgeting for various channels including social media and email. Lead a team of talented women through several yearly sales cycles. Was an integral part of team morale.

2021–2022

Miles Partnership: Associate Creative Director

Strategic planning for Destination Management Organizations (DMOs) including brand management and development, campaign creation and evolution, continue to pivot marketing strategies due to COVID pandemic, photo and video shoot budgeting, planning & execution, re-imagine inspirational travel guide design, web enhancements & strategy, RFP/RFQ response development & presentation, leadership training, team building, client relationship, team management

2018–2021

Miles Partnership: Senior Art Director

Print & digital design to support DMOs strategic plans, branding enhancements & development, logo design, travel guide design lead, deploy state & destination Drupal website for Explore Minnesota, mentored and managed design team and internship program, support DMOs through COVID-19 pandemic, pivoting campaigns and strategy to meet their ever-changing needs, develop internal workflow initiatives including Idea Pipeline for employees to suggest revenue generation programs (just in time for pandemic!), team building activities to keep team engaged remotely.

2014–2018

Miles Partnership: Art Director

Manage art team to develop inspirational and tactical travel guides and area map products for several DMO clients including Visit Florida, Experience Kissimmee (domestic and 3 languages), Washington DC, Naples FL, Bermuda, develop and deploy website for GoToBermuda.com, Visit Savannah, Visit Macys USA, Visit Tybee Island. Planned & executed brand photoshoot for Experience Kissimmee, team mentor and client management

2013–2014

BlackRock Financial: Graphic Designer

Develop visual graphics for investment funds including brochures, flyers, direct mailers, infographics, interactive tradeshow activities and graphics and internal marketing materials for employees.

2009–2013

The Jones' Family: House Manager

Household management including budgeting, time management, relocation planning, personnel acquisition and development (*okay, okay, I was a Stay-at-Home-Mom for a few years. Doesn't mean I didn't work my butt off during that time.*)

2008–2009

The Star Group: Senior Graphic Designer

Create marketing collateral for several Atlantic City casino's including Trump Casino & Hotel, Tropicana and more. Billboards, direct mailers, promotional collateral, game logos and more.

For additional work experience, visit www.300pieces.com