

REBECCA “BECKY” KOBSIK
1719 Burgin Street - Charlotte, NC 28205
becky@rkDesignsStudio.com - 704.560.5554
rkDesignsStudio.com

PROFILE

Highly creative and multi-talented graphic designer with extensive experience in marketing, project management, print, digital and event design. Exceptional collaborative and interpersonal skills. Team player with well-developed communication abilities.

EXPERIENCE

ALLEN TATE COMPANIES, Charlotte, NC 7/2018-Present
Graphic Designer

- Develop the images used in a variety of creative projects, including presentations, brochures, advertisements, flyers, direct mail, social graphics, corporate identity, billboards and web/mobile sites.
- Responsible for selecting colors, images, text style, layout and formatting of materials
- Manage the Sports Marketing relationships which included the Carolina Panthers and the Charlotte Knights. Planned and executed on site promotional events at Bank of America stadium, Panther Training Day and at BB&T Ballpark.
- Project Manager for annual Prowl the Den contest – designed the web elements, social media, print, email, promotional items for the contest as well as coordinated the efforts of multiple team players to a successful completion of the project. In 2019, over 21,000 entries were received to expand brand awareness, increase marketing touchpoints for both agents and the family of companies.
- Coordinated day of event logistics for Prowl the Den which included a tailgate and exclusive behind-the-scenes tour at Bank of America Stadium for over 100 people.

VARIOUS CLIENTS, Charlotte, NC 6/2007-Present
Freelance Designer

- rkDesigns: logos, business stationery, wedding stationery suites, announcements, promotional materials
- Tribble Creative Group: internship creating mail, web and event promotional materials
- Junior League of Charlotte: brochures, posters, t-shirts, logos, street banners, yard signs, flyers

YMCA OF GREATER CHARLOTTE, Charlotte, NC 2/2011-4/2016
Electronic Marketing Coordinator

- Generate marketing materials for three branches including digital signage, schedules, flyers, banners, print ads and branch signage while adhering to Y of USA branding standards.
- Manage branch web pages to ensure that the content and layout are current, consistent and meet association requirements.
- Manage branch social media sites - creating rotating profile images and developing content.
- Design and monitor branch bulk email communications.

TPC PIPER GLEN, Charlotte, NC

6/2005-4/2010

Web Manager and Marketing Assistant

- Responsible for all member communications including the content management of the website, newsletter development, marketing materials, direct mail pieces and weekly e-blasts.
- Produced a comprehensive training manual on the best practices and procedures for crafting an electronic newsletter, which was used by all TPC Clubs across the country to launch their first eNewsletter.
- Won 2006 e-Marketer of the Year award for the Private TPC Network of Courses for improvement of the Network's communication base and for overall excellence in work performed.
- Planned annual major golf fundraiser for wounded soldiers and troops and exceeded fundraising goal by netting \$45,000 two years in a row in donations and sponsorships.

GENERAL ELECTRIC CONSUMER FINANCE, Shelton, CT/Kettering, OH

2/2003-4/2005

Information Management Leadership Program (IMLP)

- As a member of the IMLP program at General Electric, served in the capacity of an IT Project Manager in four different areas of the organization in two years.

ACCENTURE, Charlotte, NC

5/2000-8/2002

Business Analyst

- Served as a HTML developer, tester and business analyst on various projects at financial services clients.

EDUCATION

B.S. Business 2000, INDIANA UNIVERSITY, BLOOMINGTON, IN Kelley School of Business
Computer Information Systems/International Business, Spanish Language Minor

A.A.S Advertising and Graphic Design 2010, CENTRAL PIEDMONT COMMUNITY COLLEGE,
CHARLOTTE, NC

- GPA: 4.0

SKILLS

- Adobe Creative Suite (Dreamweaver, Illustrator, InDesign, Photoshop)
- Microsoft Office – both Mac & PC Platforms
- G-Suite
- Project Management