

Rebecca Eise Kappel

summary Equal parts brand strategist, marketing consultant, digital strategist, creative director and artist, I enjoy investigating complex business challenges and developing practical, actionable solutions. I view every blank surface as an opportunity, not a task. Distilling and synthesizing information is my specialty and gray areas don't scare me.

experience **ENTERPRISE MOBILITY**
Communications Consultant 2023–present

Drive and execute creative strategy within the Enterprise Mobility technology department. Support the planning, coordination, and alignment of multiple IT communications campaigns that communicate the business value of tech. Work cross-collaboratively to creatively express key messaging in alignment with a new corporate brand roll out. Focus on large, complex initiatives where analysis of situations or data requires an in-depth evaluation of variable factors and proactive risk management, as well as initiatives that address future concepts, products, or technologies. Maintain brand standards while delivering unique messaging that resonates with its intended audience.

ALTUS PROPERTIES
Director, Marketing/Consultant 2021–present

Responsible for corporate brand management, equity generation lead sourcing, investor communications campaigns, internal communications strategy and execution, investor reporting content, property brand guides, property management communications, construction/development proposals and oversight of leasing marketing strategies. Efforts at Altus included completion of a corporate brand refresh including brand guide creation and a full suite of communications templates, development of a content library, the initiation of a regulatory status change permitting solicitation, launch and management of an outbound lead generation campaign, intranet development and content management, the development of an internal communications platform and the relaunch of the enterprise website.

MAGNETIZE AGENCY/JAGER BOSTON
Partner/Strategy Director 2018–2021
Creative Director 2014–2018
Designer 2013–2014

Over eight-year tenure, elevated from designer to creative director to partner, ultimately overseeing marketing and brand strategy for the agency. Strategy/creative director for hundreds of projects that included digital marketing campaigns, websites, SEO, large publications, re-branding, radio & TV spots, brand strategy and identities. Provided executive oversight and managed client relationships for marquee accounts that included Edward Jones, Enterprise Holdings, BJC HealthCare and Provision Living. Grew small marketing campaigns into significant agency house accounts for key clients Milestone Equipment Holdings and Altus Properties. Collaborated with clients' internal marketing and creative teams to develop and implement communications and marketing plans. Regularly presented complex marketing and creative strategies to client c-suite. Experience in agency management, including accounts receivable, contractor relationships, revenue projection, oversight of cost estimating, proposal development staffing and recruitment. Directly managed web developers, UX/motion/graphic designers and digital strategy team, evolving team structure in response to client demand. Developed and launched agency's new positioning and identity name change. Established and cultivated agency's digital marketing practice.

ARTWORK LLC
Owner and President 2002–2014

Self-proprietor working with established clients such as Cardinal Brands, RGA and Bellevue Pharmacy.

Rebecca Eise Kappel

education **DRAKE UNIVERSITY**
Bachelor of Fine Arts 1998
Des Moines, Iowa

certifications **AMERICAN MARKETING ASSOCIATION**
PCM Digital Marketing Certification 2017

skills **PROFESSIONAL**
Listen and interpret input from multiple sources.
Re-frame complex problems and inspire interesting solutions.
Understanding of the value of background research, reasoning and behavioral principles.
Identify what will make a connection with the audience and translate that into visual expression.

SOFTWARE	Microsoft Office	Marketing Automation
Adobe Creative Suite	PowerPoint	Mailchimp
InDesign	Word	Constant Contact
Illustrator	Excel	HubSpot
Photoshop	Teams	Pipedrive
Acrobat		
XD	Project Management	CMS
	Harvest	WordPress
Google Suite	Asana	Elementor
	Basecamp	Sharepoint

memberships and awards **AMERICAN MARKETING ASSOCIATION**
PCM Digital Marketing Certification 2017
Member 2017-2019

SOCIETY FOR MARKETING PROFESSIONAL SERVICES (SMPS)
Featured Speaker 2019
Member 2020
Conference Attendance 2019
SMPS Marketing Communications Awards Corporate Identity Merit Award 2020
Professional Mentor 2023

LEGAL MARKETING ASSOCIATION
Member 2020
Event Attendance 2020
Featured Speaker 2022

references Available upon request.

production notes This document was created in Adobe InDesign with an 8-column grid and 9 point gutter. All type is baseline aligned on a 3pt repeating grid. Fonts selected are web-friendly Google Fonts, Cormorant Garamond and Nunito Sans. Colors used include black (100K / R0 G0 B0) and gray (0Y 60K / R129 G129 B113).

write rebecca.kappel@gmail.com
text or call 314 402 1316
knock first 4 Ponca Trail 63122
eye candy [portfolio link](#)