



# Rebecca Jordan Indelicato

**CAREER SUMMARY:** Over seven years experience in graphic design and project management. Focus on print/interactive design and marketing. Proven ability to lead creative team to meet deadlines.

**CAREER OBJECTIVE:** To be an integral member of a visual communications development team, whether through direction or design.

## PROFESSIONAL EXPERIENCE

### Pedagogue Solutions

100 Thanet Circle, Suite 105,  
Princeton, NJ 08540  
(609) 921-7585  
7/2002 - present

#### Marketing Manager

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Conceptualized and designed the new branding of the company which includes but is not limited to: collateral, company newsletters, marketing web pages, HTML e-mails, direct mail campaigns, and print/on-line advertising

Designed, developed, and maintain current company web pages

Responsible for preparing and producing materials for annual tradeshow including: new booth design, banner stands, sell sheets, demonstration materials, and premiums

Participated in generating new company business and strategies

#### Graphic Designer

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Designed/created Quark templates for printed sales training materials used by the production team

Ensured the level of quality of each project upon completion prior to final delivery to the client and reviewed the piece with the designer and explained and corrected any weakness

Working with writers, illustrated graphics and designed layout for over 12 learning systems

Created layout and production graphics/activities for over 10 interactive courses

Designed new template for client proposals and responsible for production of all proposals and managing proposal archive

Established vendor list for both learning systems and marketing

Acted as studio manager for upkeep of supplies/equipment

#### Project Manager

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Aided in creating proposal timelines and budgets

Acted as liaison between client and team members to create learning materials

Responsible for creating and keeping timelines for projects both in-house and client teams

Assisted in the implementation of client medical, legal and regulatory review needs

Reorganized the servers and created production process for print learning systems

#### Global Marketing Graphic Designer

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Conceptualized, designed and produced various print marketing materials, created as print and PDF versions to be used in the U.S., Europe, and Asia

Conceptualized, designed and produced various web marketing materials, some tiles and banners received click-through ratings of 3 through 8

Acted as lead artist and developer on the redesign of the company's corporate branding section of their web site

Collaborated with writers on the marketing launch of four international products and re-launch of the CI Center community site

Aided the choice of company premiums and corporate photography

Acted as studio manager for upkeep of supplies/equipment

### Factiva

Route 1 @ Ridge Road  
South Brunswick, NJ 08852  
(609) 627.2000

12/2000 - 12/2001

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## Pharmaka/Team Graphics

Plaza 31, 179 Route 31  
Flemington, NJ 08822  
(908) 806-2121

5/1999 - 11/2000

## Graphic Designer

Followed creative direction, conceptualized, designed and produced various print materials for both consumer pharama products and pharma sales training

Lead designer and developer for the design corporate web site and interactive portfolio

Attended start up and editorial meetings

Contacted vendors on the status of current jobs

Acted as studio manager for upkeep of supplies/equipment

Aided the choice of company premiums

## FREELANCE EXPERIENCE

### Image Cog LLC

4 Lafayette St. Trenton NJ 08608  
(609) 393-6222  
12/2005 - present

### Ad.X Designs Inc./Ad.Appeal Inc.

445-B Veit Road Huntingdon Valley, PA  
(215) 364-9822  
11/2004 - 02/2006/02/2006 - present

### Citation Graphics

7025 Central Highway Pennsauken, NJ 08109  
(856) 813-1153  
11/2001 - 12/2002

### Dow Jones & Company

4300 North Route 1 South Brunswick, N.J. 08852  
(609) 520-4000  
11/1998 - 1/1999

## SKILLS ASSESSMENT

### Software

Photoshop, Quark, Illustrator, Acrobat, Image Ready, Dreamweaver, Flash, Word, Outlook, Excel, IE, PowerPoint, InDesign, Articulate, Lectora, SoundForge, HTML

### Hardware

Mac and PC platforms (various OS)

### Knowledge based

Print development and production  
User interface site architecture for both on- and off-line products  
Photography skills (black and white, color, 35mm developing)  
Project management  
Marketing

## AWARDS/EDUCATION

### 2006 American Graphic Design Awards

For excellence in communication and graphic design - category announcements and invitations

### The College of New Jersey (Formerly Trenton State College)

BFA in Graphic Design - Double specialization in print and interactive design.  
2000 Pennington Road, P.O. Box 7718, Ewing, NJ 08628-0718 609.771.1855  
09/1995-05/1999

For a small sample of work, please visit <http://www.rjdesign.com/portfolio/index.html>  
Full portfolio and references available upon request.