

# REBECCA SALIBA

## DIGITAL PRODUCT MANAGER

### CONTACT



4336 W. 187th St.  
Cleveland, Ohio 44135



beccasaliba@gmail.com



chafeedesign.com/gallery



(440) 829-2217

I am currently a Digital Product Manager at the National Association of College Stores. I graduated from Bowling Green State University, where I studied graphic design and web communications. I received my Bachelor of Science in Visual Communication Technology. I have a passion for graphic and web design, with a strong background in marketing.

### PROFESSIONAL SKILLS

|                          |                  |
|--------------------------|------------------|
| Web Design & Development | Problem Solving  |
| Graphic Design           | Branding         |
| Illustrations            | Marketing        |
| Photography              | Social Media     |
| Editing                  | Writing/Proofing |
| Digital Communications   | Storyboarding    |

### SOFTWARE

|             |                        |
|-------------|------------------------|
| InDesign    | Dreamweaver            |
| Illustrator | Final Cut Pro X        |
| Photoshop   | Microsoft Office Suite |
| Premiere    | Powerpoint             |

### CMS PLATFORMS/LANGUAGES

|             |       |
|-------------|-------|
| WordPress   | HTML5 |
| Joomla      | PHP   |
| Magento     | CSS   |
| DNN         |       |
| Hubspot     |       |
| BigCommerce |       |
| Zoey        |       |

### ACTIVITIES/HONORS

Volunteer at Storm's Angels Shelter  
Previous VCT Organization Member  
Dean's List Spring 2009-Spring 2013

### EDUCATION

2009  
-  
2013

#### Bowling Green State University, Bowling Green, Ohio

Degree: Bachelor of Science in Visual Communication Technology

Major: Visual Communication Technology, with a focus of Graphic and Web Design

### EXPERIENCE

2015  
-  
NOW

#### DIGITAL PRODUCT MANAGER

*National Association of College Stores, Oberlin, Ohio*

- Lead and manage digital projects from start to finish, acting as one of the primary points of communication with IT, marketing, and creative teams.
- Act as a liaison to IT development and stakeholders to ensure quality assurance and align requirements with the delivery of strategic objectives.
- Collaborate closely with practice-focused product managers to translate their business needs to technical requirements for the development team.
- Manage and direct the digital team of UI/UX designers, digital designers, photographers/videographers, and product data specialists.
- Manages digital assets, reformatting and organizing as needed.
- Manage the design, implementation, and maintenance of B2B/B2C CMS websites.
- Drive day-to-day prioritization of work operations, projects and their related scope, and troubleshooting reported issues.

#### GRAPHIC ARTIST

*ThorWorks Industries, Sandusky, Ohio*

2014  
-  
2015

- Re-designed main company website which consisted of 700 pages
- Design graphics for tradeshow, marketing materials, and social media
- Maintain all company websites
- Shot and edited video and/or photography for most of the company's needs
- Handle all catalog production for companies that ThorWorks Industries own

#### WEB DEVELOPER/DESIGNER

*K&K Interiors, Sandusky, Ohio*

2014  
-  
2015

- Updated and managed K&K's wholesale e-commerce and retail websites daily
- Responsible for the design and development of web pages, graphics, multimedia
- Assisted marketing department with graphic design needs
- Edited commercial photography to be used in catalogs and/or website
- Created and scheduled weekly e-blasts
- Began the implementation of an engaging social media plan

#### CONTENT MANAGER

*Lakeside Chautauqua, Lakeside, Ohio*

2013

- Assisted with re-branding structure and launch of new logo and website
- Produced press releases and e-newsletters for Lakeside programming and events
- Created flyers and posters to promote events
- Updated content on the Lakeside website daily
- Photographed and edited images for special events and maintain picture database
- Wrote articles, designed ads and edited content for weekly newspaper, *The Lakesider*

#### MARKETING ASSISTANT

*Marysville Marine Distributors Inc., Port Clinton, Ohio*

2010  
-  
2013

- Developed flyer and seasonal catalog designs for specials and sales
- Assisted with additions and revisions to company website
- Edited product photography
- Managed yearly updates to company product catalog
- Strengthened leadership and team work skills