

# Rebecca Casavant

## MARKETING & BRANDING MANAGER

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### SUMMARY

Accomplished Marketing and Branding Manager with a proven track record of elevating brand presence and achieving business goals through innovative marketing strategies and execution. Highly skilled at implementing comprehensive marketing initiatives and fostering collaboration across diverse teams. With a background in both graphic design and production coordination, I bring a unique blend of creativity and strategic business thinking to every project.

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Northland | Newton, MA

### MARKETING AND BRANDING MANAGER

Dec 2022 – Present

- Implement Canva design software company-wide to drive marketing standards while allowing autonomy and individuality to on-site sales teams, resulting in a cohesive and engaging online presence for each residential property.
- Facilitate the creation of distinct brands for 80 individual apartment communities ensuring a unified look and feel while allowing for local market-specific individuality.
- Provide targeted marketing support to underperforming communities by analyzing conversion ratios and implementing strategic adjustments to drive improved traffic and increase conversion.
- Lead the redesign of all company printed collateral to ensure cohesive branding and alignment with the company's overall marketing strategy.
- Create and host the marketing & branding educational program empowering on-site sales teams with best practices in marketing their properties locally.
- Manage content creation partnerships for photography and virtual staging, ensuring high-quality visuals to maintain market competitiveness.
- Design and execute reputation management and social media strategies, significantly enhancing brand visibility and customer engagement.
- Conduct quarterly internet listing service (ILS) audits with community sales teams, offering actionable insights to enhance online listings and local market visibility.
- Coordination of property specials and price concessions generating detailed performance reports which aid in strategic decision-making.

### MARKETING COORDINATOR

Dec 2020 – Dec 2022

- Managed and updated community websites ensuring accurate and engaging content while collaborating with ILS partners to enhance digital media presence.
- Coordinated the design, production, and distribution of marketing materials, including brochures, site maps, floor plan sheets, mailings, and flyers.
- Managed the online catalog of printed marketing materials for on-site communities, facilitating seamless ordering processes.
- Trained on-site teams to capture 3D Matterport virtual tours for online use.
- Leveraged graphic design skills using Adobe CC to enhance visual elements of marketing materials, aligning with industry standards and elevating brand aesthetics.

### CONTACT

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### KEY SKILLS

- Adobe Creative Cloud
  - Canva design software
  - Friendly, courteous, and service-oriented
  - Poised under pressure
  - Excellent written and verbal communication
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### EDUCATION

Emmanuel College  
BFA in Graphic Design & Technology, 2013

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### INTERESTS

- True Crime Podcasts
- Fashion Design
- Pilates Training

Cardinal Health | Mansfield, MA

**GRAPHIC DESIGNER/PRODUCTION COORDINATOR**

**Jul 2020 – Dec 2020**

- Coordinated tasks, execution, production, and on-time delivery of all packaging assets for the company rebranding project (from Medtronic to Cardinal Health).
- Collaborated with packaging engineers to make appropriate dieline updates when necessary.
- Performed final quality checks to ensure accurate content and layering details on all packaging.
- Prepared production-ready files to appropriate print and regulatory specifications.

Notre Dame Academy | Hingham, MA

**MARKETING COMMUNICATIONS COORDINATOR**

**Sept 2018 – Nov 2019**

- Managed comprehensive advertising campaigns across various platforms, including social media, email, and direct mail, while also designing print creative collateral such as event invitations, flyers, brochures, and viewbooks.
- Developed NDA's social media presence to ensure consistent messaging throughout internal and external communications.
- Maintained and updated the main NDA website content to keep it engaging, relevant and accurate.
- Coordinated all admissions related direct marketing efforts: emails, postcards, and acceptance materials.
- Managed multiple scenario-based email campaigns focused on nurturing leads to convert admitted candidates into enrolled students.

Compass Health Brands | Quincy, MA

**GRAPHIC DESIGNER**

**Jan 2016 – Sept 2018**

- Designed creative collateral including packaging, print and digital advertisements, trade show graphics, product guides, web graphics, and various marketing materials that reflected each individual brand's identity.
- Responsible for taking projects from concept to completion while working in collaboration with product management and sales teams.
- Directed product photography initiatives, overseeing both the creative process and photo retouching to deliver polished, brand-aligned visuals.
- Successfully managed multiple deliverables within tight deadlines, demonstrating strong organizational skills and prioritization abilities.

Covidien/Medtronic | Mansfield, MA

**GRAPHIC DESIGNER**

**Aug 2014 – Dec 2015**

- Developed and refined packaging and labeling designs to ensure UDI compliance with strict regulatory standards and company guidelines.
- Communicated with manufacturing facilities on quality requirements for package labeling against various plant production capabilities.
- Produced label and packaging design mock-ups for barcode testing and verification across multiple Covidien manufacturing plants.
- Reviewed artwork for quality assurance before routing for approval.
- Partnered with artwork coordinators to finalize revisions and secure approvals for production-ready artwork.

Furniture Consignment Gallery | Plymouth, MA

**MARKETING ASSISTANT/WEB PHOTOGRAPHER**

**Oct 2013 – Aug 2014**

- Executed staging, photography, and editing tasks to capture compelling images of new product inventory.
- Managed and continuously updated company website visuals and pricing details to reflect the dynamic inventory across all three furniture store locations.
- Utilized Constant Contact for targeted email marketing, engaging a 5,000-person customer base with weekly updates and promotions.