

Rebecca Shimp Martin

Multifaceted communications professional with complementary skills in graphic design and project management.

Communications Manager

The Cornucopia Institute - Viroqua, WI 2022-Present

- Designed brand-aligned digital and print graphics and produced engaging video content.
- Created and scheduled content across social media platforms with 50K+ followers.
- Crafted persuasive copy for e-newsletters and action alerts, increasing open rates and driving audience interaction.
- Optimized communication project schedules, ensuring timely content delivery and collaboration between cross-functional teams.

Front Office Administrator

Good Shepherd UMC - Waldorf, MD 2021-2022

- Led communications to ensure clear, consistent messaging across teams and stakeholders.
- Designed weekly presentation decks in PowerPoint, integrating graphics and aligned assets across multiple platforms.
- Streamlined office operations by developing new processes around the adoption of a mobile app and online member directory.

Content Writer

MennoMedia, Inc. - Harrisonburg, VA 2020-2021

- Developed quarterly curriculum materials, including creative concepts for interactive games, hands-on crafts, and educational worksheets.
- Curated and sourced visually appealing images and illustrations in alignment with content guidelines.

Office Manager

Franklin District of LMC - Chambersburg, PA 2012-2020

- Oversaw end-to-end production of the monthly newsletter, from content acquisition to distribution.
- Served as the lead designer for printed event brochures and social media graphics.
- Managed website while administering Google Workspace to organize digital operations and improve team collaboration.

Education

Google Project Management Professional Certificate - Coursera
Certificate of Graphic Design - College of Southern Maryland
Bachelor of Arts - James Madison University

Waldorf, MD

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Graphic Design/Video

Adobe Creative Suite

Canva

Project Management

Asana

Airtable

Social Media Scheduling

Agorapulse

Metricool

Email Marketing

Mailchimp

Blackbaud

Copywriting

Microsoft 365

Collaboration

Google Workspace

Microsoft SharePoint

Website Management

WordPress

Squarespace

Google Analytics

AI Prompting

ChatGPT

Gemini