

# REBECCA *Lynn* ZERILLA

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## PROFILE

Versatile and energetic designer with eight years of experience leading creative projects for Fortune 1000 companies, including FedEx, Homewood Suites and Merry Maids. Owning and operating Zerilla Design, a custom graphics and invitation studio, has provided experience creating a satisfied client base by delivering high-quality branded identities, print materials, and digital assets. Management of tight-turn deadlines combined with day-to-day business planning and delegation of employee responsibilities has developed the skills and readiness for a multifaceted design and conceptual-development position. Passionate and driven to create fresh designs and ideas that propel businesses forward with creative experience in the following areas:

### PRINT

- Logos & Business Branding
- Direct Mail Campaigns
- E-mail Marketing Campaigns
- Brochures, Flyers and Booklets

### WEB

- Website Design
- HTML Coding
- Content Management Systems

## PROFESSIONAL EXPERIENCE

ZERILLA DESIGN: Memphis, Tennessee, June 2011 - Present

Owner and Lead Creative

Successfully managed more than fifteen corporate relationships that provided diverse projects and experience. Collaborated with over thirty bridal clients to create custom wedding invitations and paper details. Managed the financial growth of Zerilla Design as well as the deadlines, budgets, production schedules and fulfillment for all projects. Passionately worked one-on-one with clients to ensure they received the highest level of creative work as well as unbeatable service.

ZERILLA DESIGN: Memphis, Tennessee, May 2005 - June 2011

Owner and Lead Creative

Diligently built a client base by creating logos, websites, print material, catalogs, digital assets, small business identities and marketing strategies. Strategically formed relationships with corporations, small businesses, non-profit organizations and wedding professionals to lay the ground work for launching Zerilla Design as a full-time custom graphics and invitation studio in June 2011.

SHELBY COUNTY SCHOOLS: Cordova, Tennessee, August 2008 - June 2011

Middle School Art Teacher

Taught grades 5-8, where classes ranged between 20 - 35 students. Organizational skills were critical to manage students, materials and paperwork required to meet the National Visual Art Standards and benchmarks. Ability to communicate progress and concerns to parents in an effective way helped build well-balanced relationships and foster student achievement.

MEMPHIS CITY SCHOOLS: Memphis, Tennessee, September 2007 - July 2008

Elementary School Art Teacher

Taught grades K-5 in an urban environment, which showcased organizational skills, creative lesson planning skills, and an ability to utilize a small budget in an effective way. Created and taught cross-curricular art lesson plans, which helped students achieve better understanding of mathematics, science, language arts and history.

SIGNATURE ADVERTISING & MARKETING SOLUTIONS: Memphis, Tennessee, July 2006 - August 2007

Creative Team Leader

Collaborated with creative professionals on marketing strategies. Managed project timelines, which required communicating with copywriters, designers, production managers and account service representatives. Designed initial layout options and managed art directors who assisted with design layouts and edits. Presented ideas and design options to account executives as well as directly to clients.

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## AWARDS & PUBLICATIONS

THE ONE SHOW COLLEGE COMPETITION, New York, New York, 2005  
Silver Pencil Award

The One Show • Volume 27: Advertising's Best Print, Design, Radio and TV, page 111

## CLIENT LIST\*

 merry maids®

 DIXON  
GALLERY & GARDENS



 Southern Bride



 ServiceMASTER  
Clean®



\*THIS IS NOT A COMPLETE CLIENT LIST

## EDUCATION

TEACHER EDUCATION PROGRAM, University of Memphis, May 2009

BACHELOR OF FINE ARTS, EMPHASIS IN GRAPHIC DESIGN, The University of Mississippi, May 2005

STUDY ABROAD, LORENZO DE'MEDICI ART INSTITUTE OF FLORENCE, Florence Italy, June 2004

## TECHNICAL PROFICIENCIES

ADOBE CS6

InDesign, Illustrator, Photoshop, Acrobat, Flash, Dreamweaver, Fireworks

MICROSOFT OFFICE

Word, Excel, PowerPoint, Outlook

CONTENT MANAGEMENT SYSTEMS

WordPress, SquareSpace

## ONLINE PORTFOLIO

[WWW.ZERILLADESIGN.COM/GRAPHICS](http://WWW.ZERILLADESIGN.COM/GRAPHICS)

*(CLICK URL TO VIEW)*