



BECCA CROSSAN

Graphic Designer

CONTACT

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beccacrossan.com

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SKILLS

Copywriting	Illustrator
Layout	InDesign
Mockups	Photoshop
Conceptualization	Acrobat
Collaboration	Premiere Pro
Branding	After Effects
Leadership	Microsoft Office
Communication	WordPress
Google Suite	HTML
Photography	CSS
Shopify	Quickbooks
Project Management	Apparel Printing

PHILANTHROPY

Member, Wake Technical Community College
Advertising & Graphic Design Dept. Advisory Board
September 2020–Present

EDUCATION

Wake Technical Community College, Raleigh, North Carolina
AAS, Advertising and Graphic Design
May 2020

James Madison University, Harrisonburg, Virginia
Bachelor of Arts, Media Arts and Design
Journalism Concentration
Communication Studies Minor
May 2013

WORK EXPERIENCE

Marketing Graphic Designer, Global Value Commerce, Raleigh, North Carolina
August 2021–Present

- Design homepages, emails, blogs and social graphics for golf ecommerce websites GlobalGolf, FairwayStyles & 3Balls, utilizing both company CMS & html.
- Communicate with merchandising team to ensure current promotions and products are properly represented in marketing materials.
- Create print materials such as business cards, signage and fliers as needed.
- Assist with photo and video shoots.
- Assist with copywriting and editing of marketing materials.

Graphic Designer, Edge Printed Products, Clayton, North Carolina
July 2020–August 2021

- Design graphics for apparel, promotional products and other items.
- Communicate with clients throughout the design process and adjust designs as needed based on client requests.
- Create mockups of apparel for client approval.
- Ensure that artwork files are properly prepared for various printing methods.

Sales Lead, LOFT, Raleigh, North Carolina

September 2018–July 2020

- Managed and assigned associates to tasks during shifts.
- Managed sales floor and ensured visual and tasking standards were maintained.
- Communicated with and assisted clients with purchasing and styling needs.
- Addressed and resolved client issues and complaints.

Customer Service Representative, North Carolina Farm Bureau Insurance
Company, Raleigh, North Carolina

May 2015–July 2018

- Handled customer and in-house concerns and questions via phone and email using various company resources and computer programs.
- Analyzed and evaluated customer billing situations.
- Processed and monitored changes to insurance policies as requested by company offices and customers.