[REBECCA BARCLAY CHOATE | 1721 Caroline Street, Mandeville, LA 70448 | 985-630-3386 | Rebecca@RBCDesign.net]

CONSULTING EXPERIENCE

RBC Design Studio, Mandeville, LA
OWNER/ART DIRECTOR
August 2000 - Present

"The Bag Man"
New Orleans, LA 2012
Produced design elements, original illustrations and signage for **"The Bag Man"** movie filmed in South Louisiana during the Spring of 2012. Art Director: Kelly Kurley, Creative Director: Dennis Washington.

Slidell Memorial Hospital
Slidell, LA, 1996 - 2010
Produced advertising campaigns and marketing for Oncology, Maternal Child, Cardiology and Orthopedics. Produced and designed a 22+ page magazine distributed via mail to the entire Slidell community (30,000). Co-produced hospital commercials with Pelican Pictures. Maintained client's brand and graphic identity.

St. Martin's Episcopal School
Metairie, LA, 2000 - present
Acted as Marketing arm for School and managed all advertising campaigns, website management and logo development. Produced "The Bell" a 60+ page magazine biannually. Maintained client's brand and graphic identity.

The Greater New Orleans Foundation
New Orleans, LA, 1999-2003
Designed and produced Annual Report, managing all aspects of production including photography, copywriting and interviewing Foundation members throughout the year.

Gilsbar, Inc.
Covington, LA; 2000-2004
Redesigned company logo and all collateral marketing material. Trained upper management on Brand Development and Cohesive Marketing techniques. Produced advertising campaigns.

Rouse's Supermarket
Thibodaux, LA; 2009
Designed logo for all Rouses in-house products and designed all labels for these products.

St. Tammany Tourist Commission
Mandeville, LA, 2001-2006
Produced elements of advertising campaigns including billboards and direct mail. Reported to the Board on a regular basis to discuss Marketing budget.

Additional clients include: **Inter-American Development Bank**, Washington, D.C.; **Fairway Medical Center**, Mandeville, LA; **Dennis Brady Architects**, New Orleans, LA; **New Orleans Publishing Group**, New Orleans, LA; **Intermarine Incorporated**, New Orleans, LA; **St. Tammany Home Builders**, Slidell, LA; **National Leadership Coalitions on AIDS**, Washington, DC; **Manheim's Greater New Orleans Auto Auction**, New Orleans, LA; **Catholic Charities of Washington**, D.C., Washington, DC; **IZOR Marketing**, New Orleans, LA.

Website development, design and management for the following Companies: **KVS Architecture**, Mandeville, LA, www.kvsarchitecture.com; **The Scotts Coffee Bar**, Mandeville, LA, www.thescottscoffeebar.com; **Mayor Donald Villere Re-election 2016**, Mandeville, LA, www.donaldvillereformayor.com; **Work Construction Company**, Mandeville, LA, www.workconstructionco.com; **Krewe of Lyra**, Mandeville, LA, www.kreweoflyra.com; **RBC Design**, Mandeville, LA, www.RBCDesign.net

EMPLOYMENT EXPERIENCE

Slidell Memorial Hospital, Slidell, LA
ART DIRECTOR
February 1996 - August 2000
Acted as Advertising Agency for hospital and various service lines, saving over $300,000/year while maintaining quality and increasing customer satisfaction. Managed consultants as needed, planned, designed and directed all marketing campaigns for SMH and related service lines to include radio, print, direct mail, outdoor advertising, press kits and specialty items. Budgeted and managed $800,000 Marketing Budget.

Inter-American Development Bank, Washington, D.C.
GRAPHIC DESIGNER
September 1991 - June 1995
Designed art catalogs, annual reports, brochures, advertisements, logos and illustrations to promote Latin America's Industry and Culture. Responsible for producing all elements of artwork for printer to ensure a smooth transition from design to pre-press to the printed piece. Managed all freelance designers as needed.

National Treasury Employees Union, Washington, D.C.
GRAPHIC DESIGNER
May 1989 - August 1991
Implemented computer design and layout for all design and publications saving the Union a full time paste-up position. Designed and produced public relation kits on various legislation.

International Technology Underwriters, Inc., Bethesda, MD
GRAPHIC DESIGNER
October 1987 - April 1989
Produced all company graphics and presentations.

EDUCATION

Louisiana State University, Baton Rouge, LA 1982-1983
Loyola University, New Orleans, LA 1983-1987, Bachelor of Art and Graphic Design, May 1987

ONLINE PORTFOLIO

Please visit www.RBCDesign.net

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