

# REBECCA BARCLAY CHOATE

RBC Design Studio — 1721 Caroline Street | Mandeville, Louisiana 70448 | 985-630-3386 | rbdesign@bellsouth.net

## CONSULTING EXPERIENCE

RBC Design Studio, Mandeville, LA, August 2000 - present

### **Manning Architects**, New Orleans, LA , 2013 - present

Art Director, consultant 30 hrs. per week. Manage the visual identity of Manning Architects. Design and produce company website, develop creative concepts, web-based media and printed materials, formulate design concepts and presentation approaches for RFQ/P's, client projects/proposals, and visual communications. Specializing in signage and wayfinding, with the mechanics of providing the ability to find his or her way to a given destination or specific point within a complex facility.

### **Dew Drop Jazz Hall**, Mandeville, LA, 2013 - present

Redesigned website showing concerts and artist performing ([www.dewdropjazzhall.com](http://www.dewdropjazzhall.com)), promote effective marketing concepts/campaigns with the Board. Designed several options of screen print designs used for t-shirts and bags.

### **"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.

### **Rouse's Supermarket**, Thibodaux, LA; 2009

Designed logo for all Rouses in-house products and designed all labels for these products.

### **St. Martin's Episcopal School**, Metairie, LA, 2000 - 2015

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.

### **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.

### **St. Tammany Tourist Commission**, Mandeville, LA, 2001 - 2006

Produced advertising campaigns including newspaper, billboards and direct mail. Reported to the Board to discuss Marketing budget.

### **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.

### **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.

**WEBSITE DEVELOPMENT** design and management for the following Companies: **ipd+**, New Orleans/Baton Rouge, LA, ([www.ipdplus.com](http://www.ipdplus.com)); **Dew Drop Jazz Hall**, Mandeville, LA, ([www.dewdropjazzhall.com](http://www.dewdropjazzhall.com)); **Manning Architects**, New Orleans, LA, ([www.manningarchitects.com](http://www.manningarchitects.com)); **KVS Architecture**, Mandeville, LA, ([www.kvsarchitecture.com](http://www.kvsarchitecture.com)); **The Scotts Coffee Bar**, Mandeville, LA, ([www.thescottscoffeecoffeebar.com](http://www.thescottscoffeecoffeebar.com)); **Mayor Donald Villere Re-election 2016**, Mandeville, LA, ([www.donaldvillereformayor.com](http://www.donaldvillereformayor.com)); **Work Construction Company**, Mandeville, LA, ([www.workconstructionco.com](http://www.workconstructionco.com)); **Krewe of Lyra**, Mandeville, LA, ([www.kreweoflyra.com](http://www.kreweoflyra.com))

**ADDITIONAL CLIENTS:** **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

**ONLINE PORTFOLIO:** [www.RBCDesign.net](http://www.RBCDesign.net)



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## 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.

**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. 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 for underwriting proposals and presentations.

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

**AFFILIATION:** American Institute of Graphic Design

