

CONTACT ME AT

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SKILLS SUMMARY

Copywriting
Feature writing
Communication
Marketing
Web content
Project Management
Customer relations
Ability to work as a team
member or independently

COMMUNITY SERVICE

- Mentor, TeamMates Program
- Member, Marketing Committee, Fillmore County Development Corp., and Milligan Community Club
- Board member: Zion pre-school
- Graduate: Fillmore County Leadership Program

AWARDS RECEIVED

Communication

9 awards | Council for Advancement & Support of Education (CASE)

Top gold: Feature writing and video script writing
Excellence awards in Web, feature and developmental writing

Journalism

2nd place: Spot news writing, Nebraska Associated Press Contest

2nd place: Feature writing, Nebraska Press Better Newspaper Contest

3rd place: Personal column, Neb. Press Better Newspaper Contest

REBECCA SVEC

MARKETING DIRECTOR

PERSONAL PROFILE

I am a writer and editor blessed with a 20-year career that spans journalism, marketing, and communications, evolving from newsrooms to writing and editing in higher education, health care, and business fields.

WORK EXPERIENCE

Marketing Director

Fortify Group, Inc. | January of 2013 - Present

- Created the company's online and social media presence
- Managed a complete rebranding campaign (2017)
- Develop all content and communication strategies to reach target audiences and retain insurance and real estate customers

Freelance Writer and Editor

2010 | Present

Clients include the University of California Berkeley, Doane University, Bryan Health, Civic Nebraska, Crete Area Medical Center, Heartland Bank, and the City of Geneva.

Director of Public Relations and Communications

Doane University | Sept. 2003 - Jan. 2013

- Communicated University news and messages, promoting Doane and its mission to external and internal audiences.
- Worked with the public, media and Doane administration, faculty and staff; wrote copy to support marketing campaigns and materials; wrote and edited press releases, web stories and publications; co-editor of the Doane Magazine.

Reporter and Columnist

Lincoln Journal-Star | Reporter 2002-2003

Freelance columnist 2003-2010

Hastings Tribune | Education & Regional Reporter 1997-2002
York News-Times | Reporter 1996-1997

EDUCATION

Bachelor of Arts in Journalism, University of Nebraska-Lincoln

College of Journalism and Mass Communications (1996) |
Minors in Agriculture, English and History