

Becky Ferrel

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PROFESSIONAL SUMMARY

Resourceful Senior Designer and Marketing Strategist with over 15 years of experience creating visually compelling, high-impact work.

- Skilled in brand management, cross-channel marketing, and creative execution, delivering strategic, measurable results.
- Adept at leading projects from concept to completion, streamlining workflows, and collaborating with cross-functional teams.
- Experienced in driving campaigns, UX-informed design, and producing assets across digital, print, and social channels.

CORE COMPETENCIES

Brand Leadership & Strategy: Brand & Visual Identity, Brand Strategy, Campaign Development, Design System Development, Template Creation (Canva / PowerPoint)

Cross-Channel Marketing & Content: Digital Marketing Strategy, Email Marketing, Social Media Strategy, Content Creation & Prototyping, Video Production, Marketing Collateral Development

Creative Execution & Craft: Typography & Layout, Color Theory & Composition, UX/UI Design Principles, Event Branding, Print & Packaging Design, Digital Illustration

Collaboration & Communication: Cross-Functional Collaboration, Stakeholder Management, Project Management, Brand Asset Library Management

TECHNICAL SKILLS

Design Tools – Adobe Illustrator, InDesign, Photoshop, Premier Pro, Express, Canva, Figma, CapCut

Marketing – Mailchimp, SEO, Hubspot, Canva for Teams

Web – HTML, CSS, Wordpress

Productivity – Microsoft Word, Excel, Powerpoint, Teams

AI – Adobe Firefly, ChatGPT

PROFESSIONAL EXPERIENCE

Senior Marketing Specialist – Oxford Properties Group

03/2024 – 06/2025 | WASHINGTON DC

- Managed brand for a commercial real estate company, aligning global objectives with local marketing needs and maintaining brand consistency.
- Developed marketing strategies and designed print and digital materials for Oxford Properties' US and Canada Life Science, Office, and Retail teams, supporting leasing, development, and customer engagement.
- Designed presentations, brochures, signage, websites, and digital ads to support property teams.

- Created email campaign schedules to deliver targeted messaging to prospective tenants and stakeholders.
- Planned event and social media calendars to maximize ROI and enhance customer experiences.
- Streamlined team workflows by converting Illustrator stacking plans and posters into PowerPoint and Canva, reducing turnaround time by 30%.
- Sourced and managed external agencies for sales proposals, event planning, video production, and large-scale design projects.
- Collaborated with the Marketing and Communications Team on corporate-wide initiatives.

Manager, Regional Administration and Marketing Specialist — *Oxford Properties Group*

12/2013 – 03/2024 | WASHINGTON, DC

- Managed daily operations for the Washington office while coordinating marketing and event initiatives for the East Coast portfolio to enhance brand awareness and revenue.
- Served as marketing resource for the US team, increasing leasing effectiveness by ensuring Oxford's properties and brand were properly represented.
- Provided creative direction on marketing packages for 20+ Office and Life Science properties across the US.
- Coordinated and executed 70 global and local events, enhancing brand visibility and engagement.
- Oversaw moves, office improvements, and implemented cost-saving initiatives, resolving tech issues and saving \$80,000 annually.

In-House Brand and Print Designer — *Raymour and Flanigan*

09/2009 – 08/2013 | SYRACUSE, NY

- Designed on-brand marketing materials, including newspaper inserts, signage, and direct mail, consistently meeting tight deadlines.
- Served as lead designer for Furnishing Your Style magazine, a monthly catalog reaching nearly one million, boosting sales, store traffic, and brand visibility.
- Streamlined production-heavy projects, optimizing lead time and saving one hour per project.
- Redesigned business cards, letterhead, and envelopes to reflect updated branding.

Creative and Prepress Graphic Designer — *Minuteman Press*

10/2007 – 09/2009 | ROCHESTER, NY

- Designed logos, business cards, signage, brochures, and program books.
- Performed all prepress work for laser printers and 4 color presses.

VOLUNTEER EXPERIENCE

Graphic Designer & Social Media Specialist — *New Partners Community Solar*

10/2024 – PRESENT | WASHINGTON, DC

- Created social graphics, videos, and donor materials (Adobe Express) to support fundraising and outreach; used ChatGPT for content ideation and Google Sheets for content planning.
- Increased social media followers by 11% and engagement by 65% through consistent, strategic posting.

HONORS & ACCOLADES

Purpose Driven Award — 2022 — Fostering positive workplace culture and community impact.

Spaces to Places Award — 2020 — Sustainability, community-centric and wellness planning.

Moving the Needle Award — 2015 — For leadership in organizational improvement and sustainability.

EDUCATION

BFA Graphic Design — *Rochester Institute of Technology, NY*

05/2007

Web Design and Development Certificate — *Northern Virginia Community College, VA*

12/2019