



**Rebecca E. Dickenson**  
Grand Rapids, Michigan 49506  
616-801-3790  
realtorbeckyd@gmail.com

## **Director of Sales & Marketing**

### **Marketing Strategy, Planning, & Implementation | Communications | Team Leadership**

Fearless, confident, and persuasive marketer with a diverse background in sales, marketing, mass communication and project management. Results-producing salesperson and skilled negotiator with a proven record of success. Experience creating impactful communications and implementing public relations plans to meet organizational objectives. Motivating and inspirational leader who brings cross-functional teams together to meet goals. Self-driven with excellent networking, relationship building, and communication skills. Tireless and energetic community volunteer, with interests in the arts, access to health care, and child welfare.

- Marketing Strategy Development
- Project Management & Administration
- Public Relations & Media Production
- Successful Selling
- Cross-Functional Collaboration
- Writing & Performance
- Team Leadership
- Communication & Negotiation
- Networking & Cultivation

## **CAREER ACHIEVEMENTS**

### **Marketing Strategy Development:**

- *Developed and managed the successful rollout of a \$1MM integrated marketing campaign for 9 new location launches in 3 states, while at Fox Collision*
- *Successfully launched the Art After Five event series for young professionals at the Philbrook Museum, growing from zero to an average of 50+ attendees per month, in one year with no budget, by successfully utilizing existing marketing and relationships*

### **Sales:**

- *Ranked among the top 10 real estate agents at Keller Williams North Grand Rapids four years running*
- *Hit and maintained a \$6MM+ annual sales target while at Keller Williams Grand Rapids North*
- *Responsible for creative/pitches for all new clients at Stevens Advertising, leading to 30% increase in annual income in 2011 alone*
- *Led winning pitch team for the \$2MM account with OERB at Littlefield Advertising*

### **Project Management & Administration:**

- *Produced over 200 hours of programming in one year, from concept to broadcast, while managing all aspects of each segment and never missing a broadcast deadline, while at Gemstar/TV Guide Channel*
- *Produced 9 launch events in 3 states in an 18-month period for Fox Collision*
- *Restructured creative job flow (traffic) process at Stevens Advertising resulting in reduced lead times for clients*
- *Restructured development process at Impact Productions, resulting in a 43% jump in donations in the first year alone.*

### **Team Leadership:**

- *Managed three creative teams of two professionals each at Stevens Advertising, serving 8-12 clients overall.*
- *At Keller Williams Grand Rapids North, led teams of 4-6 cross-functional professionals (administrative assistants, title company representatives, inspectors, mortgage originators) to move transactions forward to closing.*
- *Managed team of production assistants, sound and programming editors through daily production process at Gemstar/TV Guide Channel.*
- *Produced and directed television and radio production in every professional position, as well as 20 years of experience stage managing various theater productions.*



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**KELLER WILLIAMS NORTH, Grand Rapids, Michigan**

**2012-Present**

*Grand Rapids top 5 residential realty group, with over \$28MM in transactions annually and 6 employees.*

*Buyer Specialist: Advised and negotiated on behalf of buyers in transactions of \$150K to over \$1MM. Managed collaborating partners such as inspectors, mortgage brokers and title company professionals. Helped buyers secure financing. Is the top producing buyer agent on a team of 7 salespeople. Averaged 30+ clients per year and over \$6MM in sales annually.*

**STEVENS ADVERTISING, Grand Rapids, Michigan**

**2006-2012**

*\$3MM regional creative-driven advertising agency serving both local and statewide clients, with 14 employees.*

*Creative Director: Developed integrated branding and marketing campaigns for clients such as Crystal Mountain Resort and Spa, The YMCA, Custer, and Mercy Medical Center. Oversaw all creative product. Supervised 6 employees.*

**FOX COLLISION CENTERS, Tulsa, Oklahoma**

**2004-2006**

*\$200MM provider of collision-repair services across 18 different locations in Oklahoma, Kansas, and Arkansas.*

*Marketing Manager: Designed and implemented a comprehensive marketing campaign to support the opening of 9 new locations across two states. Developed a large range of marketing communications, including print, digital and film, while producing events and managing public relations to support each opening. Responsible for \$1MM annual budget.*

**GEMSTAR/TV GUIDE CHANNEL, Tulsa, Oklahoma**

**2003-2004**

*\$2.8BB media company that licensed interactive program guide technology to cable television providers as well as serving as publishing TV Guide and operating tvguide.com, The TV Guide Channel and the TVG Network.*

*Producer: Responsible for all aspects of producing nationally-syndicated entertainment radio and television programs, including research, scripting, talent management, directing, and editing. Produced over 200 hours of programming.*

**LITTLEFIELD ADVERTISING, Tulsa, Oklahoma**

**2000-2003**

*\$40MM regional retail advertising agency serving both brands and retail with 25 employees.*

*Copywriter: Developed broadcast, print, outdoor and collateral advertising for multiple clients including Ditchwitch, International Paper, and Trex Decking.*

**IMPACT PRODUCTIONS, Tulsa, Oklahoma**

**1995-2000**

*\$1MM full service production house for stage, film, television and live events specializing in the church market, with 30 employees.*

*Junior Copywriter: Developed widely varied material for Christian-themed television, radio, documentary films, video fundraising appeals, stadium events and live performances. Wrote collateral for syndicated series sold internationally, and did voiceover work on children's series. Clients included Joel Osteen, Max Lucado, Saddleback Church, and TBN.*

**COMMUNITY LEADERSHIP**

**West Michigan Gay Men's Chorus, Grand Rapids:** Board Member, 2017-Present

**Susan G. Komen Foundation, Grand Rapids:** Marketing Committee, 2006-2010

**Grand Rapids Rotary Club:** STRIVE Mentor, Interactive Marketing Committee, 2006-2010

**Tulsa Parent Child Center:** Volunteer, 1995-2006

**Theatre Tulsa, Tulsa, Oklahoma:** Marketing Committee, 1995-2006

**Oklahoma Repertory Theater, Tulsa, Oklahoma:** Public Relations Committee, 1995-2005

**Light Opera Oklahoma, Tulsa, Oklahoma:** Communications Committee, 1995-2006

**Tulsa Performing Arts Center, Tulsa, Oklahoma:** Red Ball Planning Committee, 1995-2006

**Philbrook Museum, Tulsa, Oklahoma:** Art Afer Five Planning Committee, 1995-2006



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## **EDUCATION & CERTIFICATION**

*Master of Fine Arts, Oral Roberts University, Tulsa, Oklahoma*

*1998*

*Bachelor Fine Arts, University Southern Mississippi, Hattiesburg, Mississippi*

*1993*

## **TECHNOLOGY**

*Microsoft Office • iWork • Social Media*