

# R E B E C C A H O L L I F I E L D

## LUXURY MARKETING CREATIVE DIRECTOR

### C O N T A C T

**401.345.4321**

10220 Glastonbury Circle #202

Fort Myers FL 33913

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**rebeccastarcreative.com**

### E D U C A T I O N

#### **RINGLING COLLEGE OF ART & DESIGN**

Sarasota FL

Major in Commercial Art

#### **UNIVERSITA DEGLI STUDI DI PERUGIA**

Perugia Italy

Associate in Italian Language and  
Art History

#### **ART INSTITUTE OF PITTSBURGH**

Pittsburgh PA

Major in Illustration Dean's List

### P R O F I L E

An executive retail visionary with a proven track record impacting results through creative with emphasis on innovative solutions to a variety of challenges. Strong impetus placed on team work for on-brand, on-strategy attainment of organizational goals. Change Agent and Story Teller.

### P R O F E S S I O N A L E X P E R I E N C E

#### **CREATIVE DIRECTOR // Rebecca Star Creative Fort Myers FL**

2006 to Present

// Consulting/Branding/Creative Direction/Photo Art Direction for Fashion, Jewelry, Tableware, Gifts, Home Decor, Furniture and Broadcast/Film Industries. Partnered with The Guild, The Artful Home, Frontgate, Shawk, Marke Communications, Aldo Castillo Galleries, 4th Letter Productions LLC, Silver Creek Entertainment.

#### **VICE PRESIDENT CREATIVE // Ross Simons Cranston RI**

1995 through 2006

// Rebranded Ross-Simons and Gearys of Beverly Hills

// Partnered with the Executive Team on planning and led the creative vision.

// Cut creative cost by 20% in the first year. Key role in 25% sales increase.

// Established new in-house department to support Store, Catalog and Web.

// Hired and mentored an A+ team of Art and Copy Directors, Production and Mac Artists, Project Coordinators, Systems Administrators and various outside Agencies, Designers, Art Directors, Photographers, Stylists and Illustrators leading them to excellence and outstanding project execution.

// Directed location/studio and major celebrity photo/broadcast shoots.

// Designed the space interior for the new State of the Art Creative Studio.

#### **CREATIVE DIRECTOR // Neiman Marcus Group Dallas TX**

1994 through 1995

#### **CREATIVE DIRECTOR // A New View Dallas TX**

1991 through 1994

#### **CREATIVE DIRECTOR // Maas Brothers / Jordan Marsh Tampa FL**

1989 through 1991

#### **SENIOR ART DIRECTOR // Iveys Charlotte NC**

1987 through 1989

#### **ART DIRECTOR // Neiman Marcus Dallas TX**

1984 through 1986

#### **ART DIRECTOR // Dallas Market Center Dallas TX**

1982 through 1984