

REBECCA ADAMS

Columbia, Missouri | rebecca.d.adams55@gmail.com | 660-624-7755

SKILLS

- Strategic Planning
- Business Operations
- Leadership
- Written Communication
- Research & Development
- Apparel Product Development
- Innovative Thinker
- Data Analyst
- Google Ads & Analytics
- Digital Merchandising
- Website Design
- Adobe Illustrator
- Graphic Design
- Microsoft Office (Excel, Word, PowerPoint, Outlook)
- Salesforce
- Shogun

PROFESSIONAL RETAIL EXPERIENCE

Digital Merchandising Intern

American Outdoor Brands Columbia, MO 2022-present

- Conceptualized and manages new affiliate content program for 5 outdoor brand websites, coordinating written content projects with affiliates with at least 10k followers
- Creates and designs article landing pages for 5 multi-million-dollar outdoor brand websites
- Researches keywords for SEO and creates branded and non-branded Google Ads
- Monitors Google Analytics for brand success and trend forecasting
- Manages brand development and e-commerce data with Salesforce
- Creates new web pages and updates current ones using Shogun

Founder

Hotleaf Camouflage, LLC Marshall, MO 2011-present

- Designs and develops proprietary camouflage patterns for various outdoor related products
- Licenses agreements and joint ventures between Hotleaf and well-known brands for products featured in outdoor retail locations nationwide
- Researches and analyzes findings to understand customer and market opportunities
- Applies marketing efforts for effective social media campaigns
- Designed and created eye-catching visual displays and floorplan for space at Dallas Market
- Communicates with the public, responding to interviews and customer feedback
- Collaborated with 5+ manufacturers to ensure production for products

Sales Associate

Dillard's Tucson, AZ 2007-2008

- Assisted with sales and customer service
- Assisted in merchandising through visual placement and interior displays
- Registered sales on a cash register by scanning items, itemizing, and totaling customer purchases

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ADDITIONAL PROFESSIONAL EXPERIENCE

Aviation Resource Manager

United States Air Force Whiteman Air Force Base, MO 2018-2021

- Interpreted public law on aviation safety compliance
- Maintained, collected, updated, and audited data on aircrew resources, flying hours, and flight records
- Analyzed and summarized reports and policies as they affected the aircrew resource management program
- Communicated guidance on emergency response to ensure seamless operations
- Drafted and maintained operation procedures and training requirements for the flying operations office

Honor Guard Operations

United States Air Force Whiteman Air Force Base, MO 2016-2018

- Directed, coordinated, and oversaw work plans through team leads
- Developed the training curriculum program for funeral honors
- Developed and maintained social media accounts
- Liaison between Honor Guard and the public
- Implemented new guidance for sensitive procedures of receiving remains from local airport under private and public scrutiny
- Managed 105+ employees, 5 vehicles, building facilities and multiple security assets valued over \$100k

Aircraft Maintenance Operations

United States Air Force Whiteman Air Force Base, MO 2008-2016

- Managed and implemented emergency response checklists and coordinated responses during emergency situations
- Coordinated with agencies and scheduled work priorities to all scheduled aircraft maintenance
- Collected pertinent information, prepared staff reports and presentations for Air Force base leadership

EDUCATION

Bachelor of Science in Textile and Apparel Management
University of Missouri-Columbia, May 2024

Associate of Applied Sciences
Community College of the Air Force,
December 2015

Associate of Arts
State Fair Community College, August 2015