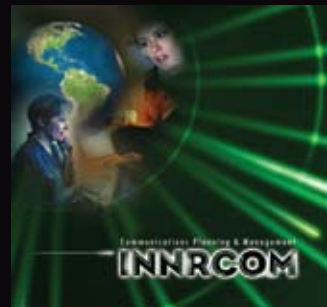


You Need Fire To Brand



Heart on Fire

Debra Becker Design



Expert Graphic Designer with 20 years experience fulfilling every role from Creative Director to Client Relations.
 Proven skills to communicate, collaborate, concept, design, produce, and project manage on multiple levels.
 Seeking to contribute to your Marketing and Creative team as an employee or freelance.

Heart on Fire

Debra Becker Design

Client Experience

Debra Becker
www.DebraBeckerDesign.com
407.902.1879
dbecker@cfl.rr.com

IGNITE YOUR MARKETING STRATEGY

Brand Development & Corporate Identity:

Arcanum Master Custom Homes
Chameleon Entertainment
Designer Row Winter Park
Fairfield Development
Fairfield Resorts Vacation Ownership
Florida Architects
Gables Residential
Gallimore Development
Harcourt School Publishers
Hard Rock Cafe
Innrcom Communications
Kornerstone Kitchen & Bath
Leadership Legacy
Mountain View Development
Nature's Wisdom Wellness Products
Orlando Sentinel Communications
Parkland Development
Safemark Protection Services
Sol Melia Resorts Vacation Ownership
SunBank
Sunterra Resorts Vacation Ownership
Takoma Regional Hospital
Trammell Crow Residential
United Arts of Central Florida
United Way of Central Florida
Virtual Health Solutions

OBJECTIVE: To add value and growth to your corporation and clients as a contributing member of your Creative, Marketing, and Branding team.

SYNOPSIS: Extensive hands-on experience fulfilling every role from Creative Director to Production Artist enables me to communicate, collaborate, and deliver on multiple levels from concept through implementation.

STRENGTHS: The expertise to visualize the full scope of your project and know what it will take at every phase to launch a new strategy or maintain existing brand guidelines.

Intuitive brainstorming that reveals, hones, and positions your core product offering and message.

Keen communication, management, and troubleshooting skills ensures seamless work flow whether in a team or independent environment.

COMPUTER SKILLS: InDesign, Photoshop, Illustrator, Quark, Word

EDUCATION: Art Institute of Ft. Lauderdale, Florida; Valencia Community College, Florida

REFERENCES: Long-standing client and industry relationships attests to the quality of my services. Testimonials available upon request.

Heart on Fire

Debra Becker Design

Case Study

Sunterra Resorts
International Vacation Ownership
Creative Director Brand Development, In-house Employed
“We’re Expanding Your Horizons”

GOAL:

To unite three resort chains and brand as Sunterra Resorts, a high-end worldwide vacation ownership network with resorts located in 80 desirable destinations.

ACTIONS:

- Review benefits and market analysis of each resort chain
- Build in-house creative team and production department
- Collaborate with marketing team to establish long term financial and emotional benefits of vacation ownership
- Collaborate with marketing team and renowned agency, Ypartnership, to develop name, logo, positioning statement, and brand announcement brochure to current owners
- Collaborate with in-house marketing team, creative team, and external design agencies to develop resort materials

RESULTS:

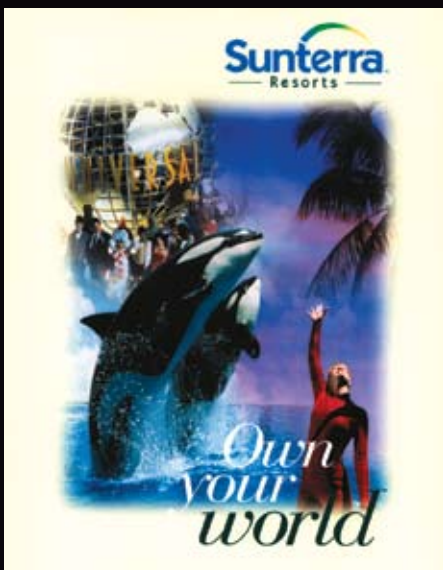
Sunterra Resorts was positioned as the premier vacation ownership network with five star accommodations in the most desirable vacation destinations throughout the world. Brand image elevated, closings increased, and cost of sales decreased.

MATERIALS PRODUCED:

Logo	Resort Brochures
Positioning Statement	Regional Posters
Corporate Collateral	Displays/POP
Owner Announcement	Advertising
Owner Kits	Direct Mail

IGNITE YOUR MARKETING STRATEGY

Debra Becker
www.DebraBeckerDesign.com
407.902.1879
dbecker@cfl.rr.com



Heart on Fire

Debra Becker Design

Case Study



Fairfield Resorts
National Vacation Ownership
Art Director Brand Development, In-house Contract
“Share Time Now”

GOAL:

To increase brand awareness and sales of Fairfield Resorts Vacation Ownership by supporting new brand initiatives through the redesign of consumer collateral, advertising, point of purchase, and internal sales incentive programs.

ACTIONS:

- Review scope of project goals
- Collaborate with creative director and program lead
- Develop and design logo to communicate program theme
- Develop graphics to communicate program theme



RESULTS:

Increased brand awareness and successful internal programs drove sales, and Fairfield Resorts, to the number one position in vacation ownership. Opened doors for business to business opportunities that expanded growth into new territories.

MATERIALS PRODUCED:

Corporate Program Logos	Posters
Corporate Program Collateral	Displays/POP
Resort Brochures	Direct Mail
Owner Kits	Advertising
Owner Directory	Web Design



IGNITE YOUR MARKETING STRATEGY

Debra Becker
www.DebraBeckerDesign.com
407.902.1879
dbecker@cfl.rr.com

Heart on Fire

Debra Becker Design

Case Study



United Arts of Central Florida
Non-profit Organization To Support The Arts & Sciences
Creative Director, Contract
“It Takes More Than A Dream”

GOAL:

To inspire individuals and corporations to support United Arts by increasing awareness of the positive impact the arts and sciences have on our humanity and communities.

ACTIONS:

- Review donor base and strategy with marketing director
- Review previous campaigns
- Develop campaign graphics to increase the recognition of United Arts logo and major affiliates
- Develop campaign slogan to inspire donations and support to expand Orlando’s arts and culture

RESULTS:

Greatly expanded awareness of the cultural contributions United Arts of Central Florida brings to our communities. Donations and sponsorships increased significantly. Campaign won first place national award.

MATERIALS PRODUCED:

- | | |
|-------------------------------|-----------------------------|
| Positioning Statement | Campaign Posters |
| Campaign Graphics | Children’s Program Brochure |
| Corporate Collateral | Children’s Program Poster |
| Fund Raising Kits | Direct Mail |
| Arts Organizations’ Brochures | Advertising |
| ArtSpeak Quarterly Magazine | Kick-off Event |

IGNITE YOUR MARKETING STRATEGY

Debra Becker
www.DebraBeckerDesign.com
407.902.1879
dbecker@cfl.rr.com



Heart on Fire

Debra Becker Design

Case Study

Kornerstone Kitchen & Bath
Fine Cabinetry & Design
Creative Director Brand Development, Contract
“Gather Together”

GOAL:

To position a small kitchen and bath company's expert design and award-winning personnel as large enough to service Master Custom Home Builders, Master Interior Designers, and notable clients throughout Florida.

ACTIONS:

- Review Kornerstone Kitchen & Bath assets and benefits
- Review market analysis
- Research competitors
- Develop logo to communicate high-end custom design and hospitality
- Develop campaign to transformation of homes to havens, and showcase KK&B portfolio

RESULTS:

Kornerstone Kitchen & Bath quickly rose up the ranks to challenge long-standing custom cabinet companies and acquire several high-end accounts. Showroom traffic and sales increased. KK&B received numerous requests for magazine editorial interviews, photo spreads, and covers.

MATERIALS PRODUCED:

Logo	Sales Kits
Positioning Statement	Posters
Corporate Collateral	Direct Mail
National Ad Campaign	Web Design

IGNITE YOUR MARKETING STRATEGY

Debra Becker
www.DebraBeckerDesign.com
407.902.1879
dbecker@cfl.rr.com



Heart on Fire

Debra Becker Design

Case Study

Mountain View Homes & Development
Master Custom Homes Willow Springs Reserve
Creative Director, Contract
"It's Time"

GOAL:

To position a master planned retirement development as the perfect community that offers retirees and families everything they need to live a renewed and enriched life.

ACTIONS:

- Review MVH&D assets and benefits
- Review market analysis
- Develop logo to communicate high-end community
- Develop graphic theme to highlight development and area assets for retirees and families

RESULTS:

Willow Springs Reserve experienced significant increase in traffic and accolades for their visionary retiree master plan. MVH&D specializes in master custom homes and communities for a variety of markets. Samples for these developments are available upon request.

MATERIALS PRODUCED:

Corporate Logo
Corporate Collateral
Development Logo
Development Graphics
Program Logos
Direct Mail
Advertising
Web Design

IGNITE YOUR MARKETING STRATEGY

Debra Becker
www.DebraBeckerDesign.com
407.902.1879
dbecker@cfl.rr.com

