

Rebecca E. Firth

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rebeccaefirth.com | <https://www.linkedin.com/in/rebeccaefirth/>

Media Professional

Creative Direction

Teach, direct, and inspire students in film and theater environments through tailored curricula and hands-on production. Adept at creating original scripts and designing workshops that develop student confidence and creativity. Passionate about using media as a tool for empowerment, mentorship, and expression.

Digital Media

Plan, produce, and execute social media marketing campaigns across digital platforms through branded content, video production, animation, and motion graphics. Skilled in content marketing, audience engagement, SEO/SMO and digital storytelling, delivering content strategy with a strong focus on platform optimization, campaign reporting, and brand voice alignment.

SKILLS

Technical Tools:

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Lightroom, Animate), Canva, Google Workspace, Slack, VenueOps, Microsoft Excel

Design:

Video Production and Editing, Graphic Design, Photography, Content Creation, Copywriting, Scriptwriting, Pre-Production Planning, Project Management

Soft Skills:

Time Management, Adaptability, Communication, Problem Solving, Client Interaction, Workflow Optimization

Platforms:

Facebook, Instagram, TikTok, X, Rumble, Patreon, YouTube, MailChimp, Weebly, WordPress, Stripe, Square Space, Art Store Fronts

PROFESSIONAL EXPERIENCE

Aurora Theatre – Lawrenceville, GA
Lead Teaching Artist

Summer 2024

- Developed original scripts and curriculum to support student-centered theatrical productions

- Directed scene work and coached performance technique to build creative confidence and collaboration
- Designed inclusive lesson plans that balanced artistic rigor with age-appropriate, engaging activities

Mom365 Photography – Atlanta, GA
Photographer

August 2023 – November 2023

- Photographed newborn infants at Northside Hospital based on company guidelines and sold photography packages as part time work during the school year
- Northside Hospital suspended contract with Mom365

Ashcraft Studios, LLC – Marietta, GA
Creative Director

May 2019 – July 2022

- Directed digital campaigns, growing visibility through branded multimedia, viral video content, and increased traffic and impressions
- Delivered and scaled workflow for content calendars, budgets, and deadlines for web and social marketing initiatives
- Designed cross-platform assets (video, graphics, animation, photography, copy) aligned with brand voice
- Leveraged data and QR feedback to shape inclusive messaging and optimized engagement
- Streamlined workflows using Slack and Google Workspace to meet KPIs

LINKS

Portfolio: rebeccaefirth.com
LinkedIn: <https://www.linkedin.com/in/rebeccalennex/>

EDUCATION

Georgia Gwinnett College – Lawrenceville, GA Bachelor of Arts
Summa Cum Laude GPA 4.0

Majors: Entertainment Industry Studies, Design and Production **Minor:** Musical Studies

Grizzly Bearly Actors Drama Club Secretary & Treasurer – Georgia Gwinnett College 2023 – 2024

Directing Intern, Education Department – Aurora Theatre, Lawrenceville, GA Spring 2024

Entertainment Tourism Alliance of Georgia – Johns Creek, GA
Media Intern Fall 2024

REFERENCES AVAILABLE UPON REQUEST