

Capability Statement

AW Creative | AmberisRebma@gmail.com | (757-450-9461) | Chesapeake, VA

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CORE COMPETENCIES

- Generative AI Creative Integration
Senior Graphic Design & Visual Storytelling
- Creative Direction & Team Leadership
- Integrated Marketing Campaigns (B2B/B2C)
- UX/UI & Web Design (Figma, Sketch, Canva, Webflow)
- Paid Media Strategy (Google Ads, Meta, LinkedIn, Pinterest)
- Content Strategy & SEO Optimization
- Email & CRM Campaigns (HubSpot, Mailchimp)
- Brand Development & Rebranding Initiatives
- Project Management (Agile/Scrum)

AWARDS & RECOGNITION

- Silver ADDY Award – AAF Hampton Roads
- Gold MarCom Award – Video with Agency Partner
- Edu Ad Awards – Silver Medal for Website Campaign
- Cannon Ball Awards – Brand Identity & Logo Design
- National Student Show – Certificate of Merit (2x)
- Innovation Center – Book Cover Design
- PHC Undergraduate Research Symposium – Silver Medalist & Guest Speaker

DIFFERENTIATORS

- Over a decade of experience in design, marketing, and team collaboration
- Proven success in increasing qualified leads by 30% through targeted campaigns
- Expertise in scalable visual systems and performance-driven creative
- Strong foundation in people-first storytelling and mission-driven branding
- Hands-on leadership style with a focus on continuous learning and excellence

CERTIFICATIONS

- Professional Marketing Certificate
- Salesforce: Storytelling & Communication

PAST PERFORMANCE

ESI: Aviation Institute of Maintenance (AIM) Centura Tidewater Tech

- Creative Director / Senior Marketing Manager (2017–2025)
- Led brand strategy across 15 national locations
- Directed full website redesign and campaign execution
- Managed team of designers, writers, and marketers

Closegap (Non-Profit)

- Contract Graphic Designer (2022)
- Designed investor decks and youth-focused social content

Mace & Crown Magazine

- Senior Editorial Designer
- Led art direction and editorial visuals
- Freelance Designer & Marketing Consultant
- Branding, web design, packaging, and digital marketing for startups

CLOSEGAP



PROFESSIONAL AFFILIATIONS & COMMUNITY LEADERSHIP

AIGA Hampton Roads – Secretary, Education Director

AIGA ODU Chapter – Co-President

Great Computer Challenge – Design Judge

CASE Study – Strategy & Branding Judge

Hampton Roads Chamber (THRIVE) – Volunteer Creative Support

NIGP CODES

91548	Graphic Art Services (Not printing)
91596	Web Page Design, Management and Maintenance
96546	Graphic Design Services for Printing
91522	Communication Marketing Services
91501	Advertising Agency Services
91807	Advertising Consultation
91876	Marketing Consultation
91836	E-Commerce Consultation

