

rebeca y sipe

DIGITAL MARKETING

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📍 Como, Colorado



[RebecaYSipe](#)



[RebecaY Sipe](#)

About

I am a strategic and creative digital marketing professional specializing in brand storytelling, video content, and data-driven strategy. Combine hands-on experience in YouTube, social media, and email marketing with strong design skills to create authentic, results-focused content for academic and client projects. Leverage collaboration, leadership, and clear communication to help brands connect with their audiences and grow engagement across platforms.

EDUCATION

Colorado Mountain College

- Associates of Graphic Design (2024)
- Certificate of Digital Marketing (2024)
- Bachelor's of Integrated Media (May 2026)

SKILLS

Creative & Video Tools

- Adobe Premiere Pro - Adobe After Effects - Adobe Photoshop - Adobe Illustrator - Figma - Unreal Engine - Maya/Fusion 360

Web, Analytics & Marketing

- HTML/CSS - WordPress - Google Analytics (LVL 1 & 2) - Email Marketing - SEO/YouTube SEO - Social Media Marketing (YouTube, Instagram)

Productivity & Collaboration

- Microsoft Office - Monday.com - Slack - Trello - Notion

EXPERIENCE

GoWhee ~ Remote Internship ~ 2025 to Present

- Video Editor
- YouTube, Shorts, Reels, Thumbnails
- Edited 20+ short-form videos for YouTube and Instagram.
- Wrote SEO-optimized scripts for 2–3 weekly Shorts/Vlogs, improving discoverability.

Align Wellness LLC ~ Hybrid ~ 2021 to Present

- Marketing
- WebDesign
- Boosted sales 20% YoY through targeted email campaigns

5Point Film Festival ~ Remote ~ Fall 2025

- Designed donor deck for festival fundraising outreach.

HAVOC ~Remote Project ~Spring 2025

- Script Writer - Director - Post-Production - Editor
- Scripted and directed pre-prod planning through post-prod workflows, incorporating sound design for team of 8
 - Oversaw post-production and editing workflows, incorporating sound design and content creation to ensure polished, cohesive outputs.
 - Handled production logistics including permits/public coordination