
REBECCA JEAN FRICK

the story so far.

2011 - Present

JACK MORTON WORLDWIDE

Senior Creative Director (2026 - Present)

Direct creative strategy, pitch decks, and spatial vision for flagship automotive, financial, and technology brand experiences across customer loyalty, retail, sports, and entertainment.

Lead cross-functional teams, global agency collaborators, and partner vendors to execute end-to-end multi-channel brand activations.

Creative Director (2021 - 2026)

Spearheaded multi-million-dollar experiential footprints, interactive installations, and digital-physical integrations for major trade shows, sports fanfests, and corporate flagship events.

Led and mentored multidisciplinary creative teams (designers, copywriters, spatial artists) while directing global agency partners and nationwide vendors.

Associate Creative Director (2016 - 2021)

Led multidisciplinary creative teams across high-profile sports, entertainment, and B2B/B2C accounts while steering new business pitches and internal brand strategy.

Art Director (2013 - 2016)

Led design, art direction, and visual storytelling for key automotive accounts, pitch decks, and internal communications.

Designer (2011 - 2013)

Executed production art, spatial layouts, and proof-of-concept design for major accounts and new business development.

2011

ORGANIC, INC.

Jr. Designer

2010

MONGOLIAN ENTERPRISES

Assistant Marketing Director

2007 - 2011

COLLEGE FOR CREATIVE STUDIES

BFA Advertising Design

2006

CRANBROOK ACADEMY OF ART

Photography and Layout Studio

the big picture.

As a creative leader with roots in design and a passion for storytelling, I've spent over 15 years helping world-class brands connect with audiences through high-impact, disruptive experiences. Bringing strong conceptual copywriting alongside visual direction, my work spans B2B and B2C leadership across automotive, financial, technology, sports, entertainment, beauty, and healthcare sectors.

From large-scale experiential installations and digital-physical integrations to video, print, and interactive campaigns, I lead the creative process from narrative design through final production. Combining sharp design intuition, spatial storytelling, and hands-on art direction and copywriting, I turn complex briefs into memorable brand engagements.

Please reach out for portfolio access, case studies, or to discuss upcoming creative collaborations.

weapons of choice.

CREATIVE & STRATEGY

Experiential Marketing, Brand Strategy, Environmental Design, Pitch Deck Development, Concept, Art Direction, Copywriting

TECHNICAL & PRODUCTION

Adobe Creative Cloud, Interactive UX/UI Integration, Video & Motion Graphic Integration, AI Integration

LEADERSHIP

Team Management, Client Relationship Building, Cross-Agency Collaboration, Pitch Leadership

get in touch.



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