

Professional Biography



"If you didn't have this calm but efficient way about you, I'd be intimidated by you because of all you can do," said Margaret, veteran Coldwell Banker real estate professional.

For nearly 20 years, Becky has earned her living writing, editing and designing graphics for print and Web, managing million-dollar or low-allowance projects and consulting on marketing strategy for a variety of corporations, nonprofit organizations or entrepreneurs from all over the world.

Shining behind-the-scenes, Becky applies business-savvy and a confident but nurturing force to complete each project. She consistently delivers quality work, on time and within budget, whatever the venue. She has accomplished diverse assignments that:

- Supported trade shows and incentive events,
- Promoted products or services in pharmaceutical/medical, insurance, nutritional supplement, wellness, credit repair, technology, finance, training and education, home decorating, lighting, manufacturing, marketing, design and publishing industries,
- Drove marketing strategy and outcomes by integrating e-books, case studies, social media and video scripting/production, or
- Provided training and instructional support for compliance issues and interactive or pedagogical learning.

Becky's ability to translate complex concepts and research into flowing, engaging information also keeps her in demand. She has worked competently with executive management, development teams, agencies and out-source partners. She is a creative problem-solver, comfortable with taking the lead or taking direction.

Her experience grew quickly in creative and management positions with notable corporations such as Astra Zeneca, GENEX Services and Hanover Insurance Company. She has also owned successful graphic design, custom decorating, and jewelry and collectibles businesses. She has acted as mentor for other designers and writers, sharing her knowledge, time and talent.

She is a graduate of Temple University with a B.A. In Journalism, holds an A.A. In Business from Stephens College, is certified in Desktop Publishing and has received advanced training in Editing, Publishing, Health Care, Instructional Design, Insurance and Parenting Education. She believes learning is a lifelong pursuit.

Becky lives in beautiful coastal Wilmington, NC with her remarkable husband, Bob, and their rescued black Labrador Retriever, Lehigh. When not writing for clients, she reads, writes fiction, paints, quilts, enjoys taking walks and watching movies.

For more information, visit <http://www.beckyjacoby.com>

"Becky is truly a leader who portrays depth, empathy, wisdom and integrity to all those she touches. Her calm, encouraging ability to actively listen has a major impact..." (KVH, EVP, Lakeside Educational Network)