

Blooming after Graduation

Rebekah Hart ('14)

By Kristen Eikenberry

Rebekah Hart graduated from Wittenberg in 2014 with a budding drive to take life by the horns. She allowed her passions to lead her to Mackinac Island straight out of graduation, where she both waited tables and got experience planning large scale events. Her connections pulled her south of Mackinac Island to Flint, Michigan, where she got her first tangible experience pursuing her passion of being a florist. She was an apprentice to the florists of Floradora, a flower shop that was opened in 2014 and resides in Flint's Farmers Market. Her weekends quickly became overtaken by not only flowers, but also implementation of her communication degree. Among the floral arrangements, she found herself immersed in customer service and relationship management.



When her time at Floradora was over, she left Michigan and went to Amsterdam in the Netherlands for a unique experience to study both art and marketing. She was thankful during her time abroad to have knowledge in cross cultural communication. Once she returned home, she felt pulled back to Springfield to serve her alma mater.

Currently at Wittenberg, Hart works in the office of Alumni Relations. This position keeps her on her toes in a sense that she gets to perform a variety of different tasks. She also gets to work on relationship building and project managing. Throughout her time back on campus, she has been able to share her passion for the environment. So much so that she was awarded the Lou Laux Environmental Sustainability Award in 2018!

Aside from her career at Witt, Hart has found a way to fulfill her love for flowers and lifelong dream of owning and running a floral business. In 2019, she opened Flourish, a floral company based right here in Springfield. She is able to practice her sustainable values through Flourish and also support local growers.

Her time in the Communication department not only gave her the abilities and skills to build strong relationships, but also gave her the courage to step out of her comfort zone and follow her passions. Throughout her experiences, her passions only grew stronger and allowed her to follow her heart back to helping other alumni! You can find her company, Flourish, on Instagram @we.are.flourish