

# RACHEL RYAN

## MARKETING EXPERIENCE

### Digital Producer | Spectrum News 1

July 2022 - Present

- Curate live blogs for several large events, such as the 2024 presidential election
- Craft and write social posts, daily news briefings and more to elevate on-air and digital stories
- Edit and design multimedia journalists' stories by adding and creating infographics, re-arranging for clarity and tightness, and more
- Write and execute push alerts to stories on the app to fuel audience engagement

### Program Assistant | The O'Brien Fellowship in Public Service Journalism

Aug. 2020 - May 2022

- Executed and developed social media campaign for recruiting diverse Fellows and students for the program, increasing diversity of Fellow applicants by about 20% in 2022
- Facilitated partnerships with outside journalism organizations to grow visibility of the Fellowship
- Oversaw planning and execution of all digital content including, reels and posts, promo video, website updates, and blog posts

### Marketing Executive | Meshed

Jan. 2021 - Aug. 2023

- Researched industry data and analyze social media channels to formulate best practices for the Meshed brand, including timing, content, target audiences of social posts and more
- Developed, implemented, and evaluated a two-week organic social media campaign, "Love for the Planet," across Instagram and TikTok based on established KPIs and metrics from start to finish
- Oversaw development and recruitment of "Reps" for the Meshed brand

### Marketing Coordinator | Experimental Aircraft Association (EAA)

Feb. 2020 - Aug. 2020

- Developed detailed marketing project plans that increased awareness of EAA programs to generate membership or donations
- Managed five different internal clients simultaneously
- Wrote copy for and oversaw the creation of all marketing collateral
- Implemented strategic targeting efforts to grow the EAA webinars yearly attendance from 19,600 (2019) to 32,000 (2020)

### Digital Marketing Specialist | UW Oshkosh-Reeve Union

Sept. 2019 - Dec. 2019

- Wrote and edited creative copy for Reeve Union's social media and dining emails
- Co-lead development of new and effective marketing projects that supported Reeve's brand and helped grow social following

## EDUCATION

📍 **University of Wisconsin Oshkosh**, Oshkosh, WI  
*Bachelor of Arts in Communication*, December 2019  
Minors: Spanish & Radio-TV-Film

📍 **Marquette University**, Milwaukee, WI  
*Master of Arts in Communication*, May 2022  
Specialization: Digital Communication Strategies

## TECHNICAL SKILLS

- Adobe Creative Suite apps
- Microsoft Office Suite
- Constant Contact & MailChimp
- Social Media best practices for Facebook, Twitter, and Instagram
- Base knowledge of web analytics
- Beginner knowledge of HTML and CSS coding
- Adobe Experience Manager

## PRACTICAL SKILLS

- Strong time management & detail orientation
- Creativity through generation and editing of original video, graphics, photo & written content
- Excellent nonverbal and verbal communication
- Initiative to solve problems & learn
- Ability to work in a fast-paced environment

### CONTACT DETAILS:

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