| Rachel Riggs  Content Creator | riggsrs@vcu.edu • (908 )809 3004  www.linkedin.com/in/rachelriggsmedia • Richmond, Virginia |
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**A motivated recent graduate focused on creating impactful social media strategies to boost brand visibility and audience engagement.**

| **Summary**  Creative and driven media student with a strong foundation in digital content creation, marketing, and audience engagement. Eager to apply analytical and creative skills to develop effective social media strategies and enhance brand presence across platforms.  **Areas of Expertise**   * Adobe Softwares * Canva * Customer Service * Video Editing * Social Media Strategy * Audience Engagement/Growth * Brand Development * Influencer Marketing   **Education**  Bachelor of Science, Mass  Communications  Virginia Commonwealth  University , Richmond, VA  December 2024   * Sigma Sigma Sigma Member   : Held Position of Wellness  Chair  **Accomplishments**  - Rachel Riggs, 2015 "Flashing Light". Eloquence.  - Singer/Songwriter, social media  - Created content that reaches over 4,000 people and generates new followers daily. | **Communications Experience**  **The Well Collective, Richmond, Virginia August 2024 – December 2024**  **Social Media and Marketing Intern**  During my internship, I posted daily content, organized and scheduled posts, created and edited visuals, attended events, and produced Reels to enhance brand visibility.   * Conducted interviews with camera and microphone equipment. * Scheduled and posted daily posts on social media using Canva. * Edited Reels for the company from interviews to events.   **VCU Insight, Richmond, Virginia August 2024 – December 2024**  **News Team (Capstone Course)**  As a member of the VCU News team, I contributed to live event reporting, show production, and technical operations. I gained hands-on experience in various aspects of news production, including editing, camera work, and anchoring.   * Reported live at events, delivering accurate and timely news coverage. * Edited shows, operated camera, audio equipment, and teleprompter to ensure smooth production. * Anchored and produced the news show, coordinating content and managing the overall flow.   **Tazza Kitchen, Midlothian, Virginia July 2024 – Current**  **Content Creator**  **I** created engaging TikTok content for the company, showcasing drink-making processes and posting fun, creative content that highlighted my personality and brand voice.   * Produced and edited TikTok videos, featuring creative drink-making and engaging content for social media. * Showcased brand personality through authentic and fun content, boosting engagement and audience interaction.   **Additional Experience**  **Event Server, Bartender, Server,** Tazza Kitchen, Midlothian, Virginia  2021- Current  **Food server,** Cava, Ashburn, Virginia  2017 - 2020 |
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