| Rachel Riggs Content Creator  | riggsrs@vcu.edu • (908 )809 3004www.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, MassCommunicationsVirginia CommonwealthUniversity , Richmond, VADecember 2024* Sigma Sigma Sigma Member

: Held Position of WellnessChair**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, Virginia2017 - 2020 |
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