

RACHEL MARTY

Rachelelisemarty@gmail.com

(415) 497-1191

Berkeley, CA, 94702

Results-oriented individual with a strong background in content creation and social media management. Offering first-rate skills in video/audio production, digital marketing, and audience engagement.

SKILLS

- Strong understanding and skill with WordPress design tools
- Proficiency in Adobe Creative Suite, primarily Photoshop, Illustrator, InDesign, and Premiere Pro (+ Canva and CapCut)
- Familiarity with social media platforms such as Facebook, Instagram, and TikTok, including posting and advertising tools
- Experience with content management for multiple creators

CERTIFICATIONS

Introduction to SEO

Coursera - University of California, Davis

Online

04/2023

EXPERIENCE

LOST COAST OUTPOST

Content Manager

Remote

06/2022 - 06/2023

- Crafted photo/video content for social media platforms (Instagram, Facebook, TikTok).
- Stayed up-to-date with the latest social media trends, algorithms, and features.
- Collaborated with reporters and editors to summarize long-form articles into digestible and captivating posts.
- Assured titles and associated articles were grammatically correct, catching errors efficiently.
- Reviewed post analytics and made appropriate adjustments to increase performance and engagement.

KIEM-TV REDWOOD NEWS

Intern Reporter/Producer/Videographer

Eureka, CA

05/2021 - 05/2022

- Wrote, shot, and edited stories for on-air broadcasting and digital platforms daily.
- Maintained relationships with media sources and kept in constant communication.
- Utilized the latest production techniques to edit raw files into informative and eye-catching content.
- Measured analytics of social media posts to increase viewership and engagement

THE LUMBERJACK

Social Media Manager & Editor

Arcata, CA

01/2020 - 1/2021

- Crafted engaging content for various social media accounts (Instagram, Twitter, Facebook, TikTok).
- Stayed up-to-date with the latest social media trends, algorithms, and features.
- Edited and proofread content in accordance with AP Style.
- Collaborated with writers, creative directors, and the digital design team to meet editorial deadlines.

EDUCATION

CAL POLY HUMBOLDT

Bachelor of Arts in Journalism

Arcata, CA

May 2022

**View work samples on my portfolio:
Rachelmarty.com**