

Rachel Badger

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Creative and data-driven marketing strategist with a proven track record of building engaging brand stories, leading cross-functional campaigns, and turning insights into measurable growth. Known for blending storytelling with performance, I thrive in fast-paced environments where curiosity, collaboration, and results rule. Passionate about learning Spanish, being a leader in the Alpha Delta Pi Community, and volunteering for Ronald McDonald House.

Experience

Social Media Manager – The Asprey Group, Austin, TX 2025-Present

Contract role managing large-scale social strategy for a high-profile wellness entrepreneur, focusing on audience growth, engagement, and content optimization, while delivering analytics, community management, and campaign execution.

Digital Content and Advertising Manager – Badger Creative Services, LLC, Remote 2023-Present

Created and executed strategic communications for clients in healthcare and industry, including paid and earned media, social media campaigns, blogs, and web content. Collaborated with the CEO on digital strategy, content performance, and best practices for multi-platform engagement.

Marketing Manager – Ludia Consulting, Remote 2024-2025

Led content development and social media strategy for B2B Microsoft Dynamics 365 SaaS firm to support sales and increase lead generation. Collaborated cross-functionally to grow online presence, organize webinars, and strengthen brand messaging. Created GPTs to streamline brand messaging and improved productivity by 50%.

Creative Strategist, Content Specialist, Content Strategist – SocialMadeSimple, Remote 2021-2023

Promoted twice in two years based on performance and leadership. Managed strategy for 200+ clients such as Schooley Mitchell, Hotworx and PestMaster, overseeing content calendars, social campaigns, and paid ads to meet diverse KPIs. Directed a team of Content Specialists and served as a primary client liaison.

Freelance Writer – Strategy Mesh, Nashville, TN 2021-2022

Delivered SEO-optimized blog and web content tailored to client voice and industry. Consistently met fast-turn deadlines while maintaining high editorial standards.

Social Media Coordinator – 360 Solutions, Waco, TX 2020-2021

Planned and executed social media content across platforms using Hootsuite. Authored blog posts and performed digital audits to optimize client visibility.

Education

Belmont University, Nashville, TN

Masters of Science in Strategic Communication and Leadership

- Capstone on The Standardization of Media in Franchise Businesses
- 3.88 GPA

Baylor University, Waco, TX

Bachelor of Arts in Journalism, concentration in Public Relations

Minor in Business Administration

- Three time on the Dean's List (3.70 or higher).

Capabilities

- Social Media Planning and Strategy • Adobe Creative Suite • Canva • Google Drive • Blogging
- Photography • Microsoft Office • Paid Social Media Advertising • Graphic Design • Leadership • Copy Editing • Data and Analytics • Team Management • SEO Writing • Videography • Brand Marketing • Google Ads • AI • Creative Strategy • Attention to Detail • Presentations • Event Marketing • Organizational Skills
- Project Management • Wordpress • Performance Marketing • Copywriting • Social Media Management
- Asana • Slack • Strategic Marketing • B2B Marketing • B2C Marketing • B2B SaaS Marketing

Certifications

- Certified LinkedIn Insider
- Meta Certified Digital Marketing Associate
- Google Ads Certification

Affiliations

- Alpha Delta Pi Sorority, Zeta Chi Chapter
- Alpha Delta Pi Austin Alumnae Association
- Alpha Lambda Delta
- Order of Omega