

Rachel Badger

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Experience

Ludia Consulting, Remote – Marketing Consultant

2024-Present

Crafting content that fuels the Digital Sales programs by driving lead generation and amplifying audience reach on various platforms.

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

2023-Present

Badger Creative Services provides strategic communications, including earned media, social media, blogs, web articles, Voice Over Talent, Scripting, Radio and Television Production, and Public Relations for industry and healthcare. Specifically, in this role, I create strategy and creative materials for social media advertising and content for our clients. I consult with the CEO on social media best practices and overall program decisions.

SocialMadeSimple, Remote – Creative Strategist, Content Specialist, Content Strategist

2021-2023

Full-time remote position with a company that specializes in curating content for franchises and concierge accounts for over 200 clients. Creative Strategist specializing in innovative, brand-wide strategies for both new and existing programs, spanning content and paid advertising. Led a team of Content Specialists in day-to-day tasks as a Content Strategist and acted as one of two points of contact for clients. Created unique strategies to meet individual KPI goals.

Strategy Mesh, Nashville, TN – Freelance Writer

2021-2022

Freelance remote position that focuses on writing blogs and articles for various clients.

360 Solutions, Waco, TX – Social Media Coordinator

2020-2021

Managed and created engaging social media content for a variety of clients.

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

Affiliations

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

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).