

# Rachel Badger

---

rachelbadger@outlook.com | 832-260-3195 | www.rachelcbadger.com

## Experience

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

Started as an internship in Waco, Texas. Responsibilities include writing blog posts, running social media via Hootsuite, organizing client contacts, structuring social media audits, and more.

## Capabilities

•Social Media Planning •Adobe Creative Suite •Canva •Google Drive •Blogging  
•Photography •Microsoft Office •Paid Social Media Advertising •Graphic Design •Leadership •Content Strategy •Copy Editing •Data and Analytics •Team Management •SEO Writing

## Awards and Publications

- Baylor Lariat Article Published
- Alpha Lambda Delta honor society (3.5 or higher to join)
- Order of Omega honor's society (3.5 or higher to join)
- Photo taken at Barefoot Republic featured in Nightline

## Affiliations

Alpha Delta Pi, Zeta Chi Chapter

Sorority that volunteers at Ronald McDonald House, specifically in Temple, TX. Held Public Relations Chair and Operation Specialist positions. Member of the Nashville Alpha Delta Pi Alumni chapter since 2021.

## 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