

# RACHEL BADGER

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To Whom It May Concern,

I am writing to express my enthusiastic interest in this position. With a Master of Science in Strategic Communication and Leadership, a Bachelor's in Public Relations, and hands-on experience developing marketing strategies and managing creative campaigns, I bring both academic excellence and real-world expertise to the table.

Throughout my career, I've built a strong foundation in digital content, social media strategy, and client communication—most recently at Ludia Consulting and leading content strategy through my own company, Badger Creative Services. I've created social content that fueled sales pipelines, led brand-wide strategy initiatives for over 200 clients at SocialMadeSimple, and even had work featured on Dateline. These experiences have sharpened my ability to think creatively, act strategically, and execute efficiently.

What sets me apart is a consistent record of dependability, adaptability, and leadership. While earning my MS at Belmont University with a 3.88 GPA, I also worked full-time—demonstrating both grit and time management. That same drive earned me a promotion just nine months into my role at SocialMadeSimple. My goal is to bring this same energy and dedication to your team.

Thank you for considering my application. I would be thrilled to contribute to your company's mission and would welcome the opportunity to discuss how my background and passion for communication can support your goals.

Sincerely,

Rachel Badger