

# Rachel Badger

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## 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

## Experience

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

### 2023-Present

Develop and execute strategic communications for clients in healthcare and industry, including earned media, social media campaigns, blogs, and web content. Lead creation of social media advertising materials and consult with the CEO on digital strategy, content performance, and best practices for multi-platform engagement.

Ludia Consulting, Remote – Marketing Consultant

### 2024-2025

Led content development and social media strategy for B2B Microsoft Dynamics 365 SaaS firm to support digital sales and increase lead generation. Collaborated cross-functionally to grow online presence and strengthen brand messaging. Created GPTs to streamline brand messaging.

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

### 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.

Strategy Mesh, Nashville, TN – Freelance Writer

### 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.

360 Solutions, Waco, TX – Social Media Coordinator

### 2020-2021

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

## 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).