

# CARLIE RICE

## SKILLS

graphic design

photoshop

illustrator

premiere pro

final cut pro x

lightroom

indesign

keynote

mailchimp

social media

live action


photography

videography

brand strategy

## CONTACT

carlierice13@gmail.com

 @carliedreux

 Carlie Rice

 www.carlierice.com

## EXPERIENCE

**Havenly** | social media manager

jan 2021-present

- creating a social strategy for all social channels, launching the Tik Tok vertical with viral videos, and gaining 100k+ followers on Instagram in 6 months
- overseeing the Influencer program and paid promotions to skyrocket engagement
- speaking at our designer's summit on how to boost their IG engagement, with 700 designers in attendance

**Betches Media, LLC** | social media manager, graphic design

sep 2018-dec 2020

- illustrating original graphics for 5+ instagram accounts at any given time, including @betches with 7M followers
- running the @dietstartstomorrow account, raising followers to 188k+ in 1 year, plus gaining branded partnerships
- producing several of our podcasts, writing outlines, finding guests, and promoting the episode through videos and graphics
- live coverage of events with partnerships and paid promotions
- creating concepts and designing posts for our branded partnerships

**Colavita USA** | social media manager, videographer

sep 2016-sep 2018

- photographed, designed graphics, and posted for social channels
- filmed and edited recipe videos across all social channels
- created print ads in 15+ magazines across the country, including the NYC Pride Guide for the Pride Parade

**Running Subway** | social media coordinator

dec 2015-sep 2016

- managed the social accounts for Discovery Times Square
- executed major marketing events like Star Wars™ Costumes and Vikings, which ended up featured on the news

## EDUCATION

**Pace University** | film studies and communication, b.a.

2012-2016

**Regents University London**

2015