

# 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

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 @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 over 200k followers in a year
- starting our TikTok from scratch and gaining over 15k followers in the first 3 months
- speaking at our designer's summit each year 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