

RACHEL ORLAND

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ACADEMIC HISTORY

THE UNIVERSITY OF OKLAHOMA
Gaylord College Bachelor of Arts: May 2022
Master of Arts in Strategic Communication:
May 2023

- GPA: 4.0/4.0
- University Scholar Scholarship
- Dean's Leadership Class 2019 - 2020

MY SKILLS

-  Social and digital media management
-  Account management
-  Public relations writing and AP style proficiency
-  Event planning and organization
-  Proficient in Google Ads, Google Analytics
Facebook Ad Manager, Twitter Ads and LinkedIn Ads

ACHIEVEMENTS

-  - OU's President's Honor Roll Fall 2019 - Fall 2022
- Kappa Tau Alpha
-  - Founder of the University of Oklahoma Figure Skating Club
- OU Food Pantry November volunteer of the month
- OU PRSSA chapter president 2021 - 2022

EXPERIENCE

DIGITAL MEDIA MARKETING

OKC Thunder Media Strategist **OKC, Oklahoma | Jan 2023 - Current**

- Implement and monitor digital media campaigns across various advertising platforms and through vendors
- Collaborate with a team on campaign strategy to achieve set KPIs
- Manage budget expenditures across all paid media efforts to ensure efficient media spending
- Analyze results and communicate key insights to continuously create stronger campaigns

Magical Vows Wedding Planner Social Media Strategist **Arezzo, Italy | Jan 2022 - May 2023**

- Develop strategic content based on research to increase engagement and website traffic
- Create international content that appeals to US and Italian markets
- Consult client on best social media practices and ways to improve authentic audience relationships

Freestyle Creative Digital Marketing/Social Media Intern **Moore, OK | June 2021- August 2021**

- Analyzed advertising data and insights to identify trends and track engagement rates and strategized cost-effective ways to maintain and boost ad performance
- Tracked budget expenditures to ensure efficient ad spending
- Created social media content calendars for various clients and wrote in consistent brand voices to increase social media activity

PUBLIC RELATIONS

Saxum Client Service Account Coordinator **OKC, OK | Jan 2022 - August 2022**

- Managed accounts to ensure consistent progress on projects and clear communication with clients
- Strategized on best social media practices to continually improve audience engagement
- Coordinated client events and TV segments to gain audience awareness
- Crafted strategic pitches to gain client attention
- Designed branded and visually appealing content to improve image of client channels

DIGITAL MEDIA CREATION

Lindsey and Asp Art Director **University of Oklahoma | Jan 2021- May 2021**

- Created a branded Instagram account for the client and gained 43 followers in one month
- Managed the Hootsuite account and reviewed platform analytics to ensure effective posts