

# RACHEL CULVER

## DIGITAL MARKETER & SPORTS COMMUNICATOR

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### TELEPHONE

315-283-2917

### WEBSITE

www.rachculver.com

### EMAIL

rachelculv@gmail.com

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## EDUCATION

### Emerson College

Bachelor's Degree in Sports Communication

August 2019 - May 2022

3.75 GPA

Dean's List (Grade Point average of 3.7 or higher)

- Spring 2021
- Fall 2021
- Spring 2022

### Union Springs High School

Advanced Regents Diploma

September 2015- June 2019

- Honors Society Treasurer
  - Captain of Girl's Varsity Basketball Team
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## PROFESSIONAL EXPERIENCE

Myrtle Beach, SC

### Social Media Intern

The Ripken Experience, Myrtle Beach

May 2022- August 2022

- Creating content for social media pages, such as Instagram, Twitter, Facebook and Tiktok.
- Working alongside corporate Marketing and Public Relations teams to control messaging and deliver relevant content.
- Interacting with all different age groups of baseball players, ranging from 10U to collegiate level.
- Using graphic design skills to create posters to be posted around facilities, and design schedules to be sent out to parents and coaches.
- Going through game footage to compile highlights to be edited into social media posts.

Boston, MA

### Social Media Intern

In-Form Sports

Nov 2021- January 2022

- Created content for social media, such as Instagram and Twitter.
  - Includes video editing and graphic design.
- Collaboratively working alongside marketing team to reach new consumers.
- Helped the brand to find their niche in 7x7 football, now operating as one of the leading media brands in the sport.

Minneapolis, MN (Remote)

## Public Relations Intern

Women Who Influence

December 2022- May 2022

- Acted as a PR Assistant to an Entrepreneur building a brand surrounding the accomplishments of groundbreaking women in the Twin Cities community.
- Wrote and designed company biographies, campaigns, and aided in framing social media strategies.
- Worked collaboratively with a team in a remotely designed internship environment .

## Waitress

Boston, MA

Villa Francesca

July 2021- February 2022

- Working part time, providing tables with service to successfully meet their needs and give them an enjoyable experience.
- Refined time management skills as well as improved customer service.

## Photo Editor

Boston, MA

mSports Magazine

November 2020- April 2021

- Responsible for managing a team of photographers.
  - Weekly photo assignments.
  - Responsible for overseeing and approving final edits.
- Actively attending games to take photos.
- Made sure that every article published online or in print has fitting and high quality photo.
- Experienced with Adobe Lightroom and Photoshop.

## Photographer

Boston, MA

Common Collective

September 2019- October 2020

- Student organization with the goals of improving communication skills through the process of creating impactful and educational content.
- Worked as a photographer, attending events around campus.
- Photographed Adrian Wojnarowski's first ever live podcast with Sam Presti.

## Photo Editor

Boston, MA

The Berkeley Beacon

September 2019- October 2020

- Managed a staff of photographers.
- Practiced journalistic photography.
- Attended weekly meetings, where assignments were given and the past weeks publication was reviewed.
- Worked with deadlines and a collaborative newsroom.

## Store Clerk

Union Springs, NY

Hlbiscus Harbor

September June 2020- July 2021

- Responsible for answering phone and passing on messages.
- Ran retail store, which included handling the billing of accounts, and interacting and helping in store customers.
- Spearheaded photography of boats for sale, content was then used for social media and website.
- Additionally, worked at onsite restaurant at harbor.

## Tour Guide

Aurora, NY

Mackenzie-Childs LLC

June 2018- December 2020

- Developed skills of customer service and experience with working in a professional setting.
- Familiarized myself with company information and history in order to coherently represent the company to current and potential customers.
- Gained skills of public speaking and professional personability.

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## VOLUNTEER EXPERIENCE

### Website Design

RuariSparkle

July 2021- Current

- Designed website and graphics for nonprofit focused on helping families facing childhood cancer diagnoses.
- Worked primarily through domain.com.
- Contributions to management of social media accounts.
- Attending and volunteering for charity events.

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## SKILLS

Time Management

Strong Communication Skills

- Written and Verbal

Creativity

Quick Learner

Problem Solving Skills

Adobe Creative Suite

- Adobe Lightroom
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe InDesign

Public Relations

- Press Release Writing
- Image Repair

Canva

Photography

- DSRL Camera
- Apple Devices

Website Design

- WIX.com
- Domain.com

Social Media

Management

- Instagram.
- Twitter
- TikTok
- LinkedIn

Email Marketing

Microsoft Office Suite

- Proficient in Excel

Multitasking Abilities