

RACHEL RUTTENBERG

• Creative Content and Media Communications •

ABOUT ME

A creative and passionate storyteller looking to have an impact on your business's audience. I love how social media is such a personal form of communication and involves direct audience interaction. I am proficient on all major social media platforms and am excited to start creating content for you!

EXPERIENCE

Fall 2023 Multimedia Intern

CMU Athletics

- Served as a photographer for most Fall and Winter sports
- Created graphics for video board displays at athletic events
- Provided on-air color commentary for field hockey games

Fall 2023 Social Media Manager and Director of Content and Promotions

BCA 521 Presents - *Five Stages of Grief*

- Documented "Behind the Scenes" content for promotion on social media platforms
- Promoted updates about the film like casting, production highlights, and showings
- Interviewed cast and crew about their experience for film promotions

2022-2023 Adobe Digital Lounge Assistant

CMU Park Library

- Created, shot, and edited content for CMU Library publications
- Assisted students and faculty in Adobe Creative Cloud software programs.
- Organized and ran workshops and events in Adobe Creative Cloud software

2022-2023 Social Media Manager

CMU Athletics Student Athlete Advisory Committee

- Created graphics and content for announcements, meeting reminders, and weekly posts
- Created the SAAC TikTok account
- Facilitated "Day in the Life" takeovers for student athletes on social media platforms

EDUCATION

2019 - 2023 • Central Michigan University

B.A.A in Broadcast and Cinematic Arts

- Double Minor in Multimedia Design and Dance
- 4 Year Student Athlete on NCAA Division 1 Field Hockey Team
- Graduated Magna Cum Laude

2019 - 2023 • Central Michigan University

Certificate in Creative Writing

SKILLS

Adobe Creative Cloud



Videography



Graphic Design



Editing



Photography



Time Management

