

# RACHEL PEIL

## CONTACT

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- 📍 Willing to relocate

## VALUE STATEMENT

Results-driven digital media professional with 4+ years of experience in social media management, content creation, and sports videography. Recognized for being organized, reliable, and highly collaborative.

Skilled at developing creative strategies that drive brand growth and engagement across platforms. Graduate of Oakland University with a Bachelors in Communications, seeking social media content creation opportunities.

## EXPERIENCE

### Social Media & Broadcast Intern

Royal Oak Leprechauns | Royal Oak, MI

April 2026 - Present

- Capture and edit content for the Leprechauns' social media accounts
- Manage Twitter (X), Instagram and Facebook accounts during home and away games by providing live score updates
- Film clips and edit videos for my media account (@\_rachelsdigitals)
- Assist with live in-game camera work

### Social Media Intern

Flint Firebirds | Flint, MI

August 2024 - Present

- Capture and edit content for the Firebirds' social media accounts, driving 28%+ follower growth on Instagram & 97%+ follower growth on TikTok
- Clip and edit game highlights for the Firebirds' YouTube account
- Manage Twitter (X), Instagram and Facebook accounts during home and away games by providing live score updates
- Film goals and edit videos for my media account (@\_rachelsdigitals)
- Occasionally travel to away games to assist with in-game social media efforts

### Social Media Manager & Lead Team Associate

Verellen Orchards | Washington Twp., MI

August 2020 - Present

- Manage Facebook and company website
- Customer sales
- Maintaining produce, groceries, and other related shelf items
- Responsible for opening and closing the business

### Broadcast Contractor

WBRW TV | Washington Twp., MI

November 2019 - Present

- Camera work filming local sporting events
- Voiceover play-by-play work for local sporting events
- Editing various sports clips for local broadcasts

### Social Media & Marketing Intern

United Shore Professional Baseball League | Utica, MI

May 2023 - June 2024

- Captured content around the ballpark for use on the social media accounts
- Assisted in live game camera work
- Led comprehensive planning and execution of seamless pre-game, mid-game, and post-game activities

## EDUCATION

### OAKLAND UNIVERSITY

Graduated: December 2025

- Bachelor of Arts - Cum Laude
- Major: Communication
- Minor: Criminal Justice
- Member, Tau Sigma National Honor Society

## SKILLS & TOOLS

- **Marketing & Content:** Social Media Management - Content Creation - Video Shooting - Trend Monitoring
- **Design & Editing:** Adobe Photoshop - Premiere Pro - CapCut - Canva
- **Soft Skills:** Time Management - Communication - Organization - Team Collaboration

## ACHIEVEMENTS

- Accumulated over 2.2M+ views and over 266K+ likes for the Firebirds TikTok account
- Contributed to a net gain of 32K+ followers on the Firebirds Instagram and TikTok accounts

## CREATIVE PORTFOLIO

- <https://gondola.cc/rachel.peil>
- <https://rachelpeil.journoportfollio.com>