






RACHEL PEIL

CONTACT

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-  https://www.instagram.com/_rachelsdigitals/
-  Willing to relocate

VALUE STATEMENT

Results-driven digital media professional with 2+ 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.

Currently a Senior Communications major at Oakland University, seeking social media content creation opportunities.

EXPERIENCE

Social Media Intern

Flint Firebirds | Flint, MI

August 2024 - Present

- Capture and edit content for Firebirds social media accounts, driving 38%+ follower growth on Instagram & 11%+ follow 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
- Assist with gameday communications operations
- 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 leagues 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

2024 - Present

- Major: Communication
- Minor: Criminal Justice
- Member, Tau Sigma National Honor Society
- Expected Graduation: December 2025

MACOMB COMMUNITY COLLEGE

Graduated: May 2024

- Associates of Arts
- Dean's List: 2022 - 2024
- Member, Phi Theta Kappa 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 290k views and 19k likes for the Firebirds TikTok account
- Contributed to a net gain of 5,342 followers on the Firebirds Instagram and TikTok accounts

CREATIVE PORTFOLIO

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