

RYLEE OWENS



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PROFILE

Highly motivated and hard working PR professional with experience in a variety of PR fields (including but not limited to) client branding, logo design, creating social media content, monitoring content performance, managing multiple clients' social media calendars and accounts, and running Facebook Ads. Proficient in software such as Microsoft, Google, Meta Business Suite, Hootsuite, CisionPoint and MyEmma Marketing Software.

EDUCATION

Georgia Southern University

Bachelor's Degree in Public Relations
2019-2022

Public Relations Student Society of America (PRSSA)

2020-2022

CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- Poynter Institute - Writing for SEO, Social and Newsletters 2024

EXPERIENCE

Content Manager - Visit Eatonton / Eatonton-Putnam County Chamber of Commerce | October 2024 - Present

- Create and manage social media calendars
- Get raw footage of restaurants and businesses in the community to use to promote via social media
- Copywriting for posts (captions and alt text)
- Monitor and run monthly Facebook Ads via Meta Business Suite
- Write blogs for the Visit Eatonton website to introduce visitors to the area
- Prepare and present a monthly review to the Board

Communications Specialist - Georgia Department of Natural Resources | March 2024 - October 2024

- Write and post blogs using WordPress for the Georgia Wildlife website
- Meet with different biologists across the state of Georgia
- Coordinate and host interviews
- Assist in monitoring social media pages (Facebook, Instagram)
- Attend weekly meetings with the team to provide insight on current happenings

Publicist - Music City Media | June 2022 - February 2024

- Oversaw a variety of PR-related projects such as developing and distributing press releases along with creating ecards and media invitations to send to the masses
- Scheduled and coordinated all client interviews, events and meetings
- Managed a variety of client campaigns involving tour promotion, media planning, setting up special appearances and interviews for clients
- Oversaw up to seven interns per semester and served as a mentor to them in developing their PR and media knowledge, as well as overall position training
- Assisted in organizing and booking clients' shows
- Created artists' EPKs using materials such as single/album releases, media shots and videos
- Managed and monitored social media platforms such as Instagram, Facebook and TikTok for 5+ clients at a time
- Built monthly social media calendars for each client assuring content is successfully created and scheduled for the proper day/time via Meta Business Suite
- Attended, assisted and participated in clients' music videos
- Crafted pitch scripts for each client's tour press when pitching artists to local area press