

Jayson Rice

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New Media and Content Marketing Specialist

Specializes in digital and print media communication through content marketing, web design and social media. Experienced in using Facebook Ads, Google AdWords and Adobe Creative Suite to create content that engages target audiences.

Content Marketing Experience

Digital Marketing Associate

November 2017 – February 2019

DotFM Group

Bristol, VA

- Created and scheduled daily content, including images, videos and blog posts
- Designed print collateral, including post cards, flyers and brochures
- Developed content strategies for consumer-facing clients, with an emphasis on audience engagement
- Designed client logos and updated branding across digital channels to improve digital presence and brand recognition
- Wrote copy for social media posts and ads
- Produced and edited Sunday at Sunnybrook show for Heritage TV and YouToo America networks
- Produced and edited World Changers with Jamie Osborne for BizTV and Biz Talk Radio
- Created ads for radio, TV, billboards and digital marketing activities

Social Media Intern

Summer 2017

InfoRule Social Media

Murfreesboro, TN

- Recorded and edited client videos
- Contributed to various clients' website design and strategy

Education

B.S. in Mass Communication

August 2017

Concentration: New Media Communication

Minor: Art

Middle Tennessee State University, Murfreesboro, TN

Certifications

Google AdWords Search and Display Certified

December 2017

Skills

Social media for business, graphic design, photography and photo editing, video production, audio editing, content strategy, competitor analysis, landscape monitoring, public speaking

Software

Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro, Audition), Canva, Microsoft Office, TweetDeck, WordPress, Facebook Business Manager, Google Marketing Platform