

Rachel Folse

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EXPERIENCE

LION'S ROAR NEWSPAPER, Hammond, LA

Staff Reporter, April 2021 – December 2022

Wrote valuable content for the newspaper.

Took photographs for the stories that I wrote.

Edited co-worker's stories using AP Style and close attention to detail.

Published stories to social media platforms and the official website on a deadline.

Collaborated as a proactive team player with weekly meetings every Friday.

Irayo, REMOTE

Social Media Apprentice, July 2021- October 2021

Designed three Facebook Ads using Canva software.

Created six reels for Irayo's Instagram page.

Published three Facebook Ads focusing on KPIs such as conversion.

Looked for efficient SEO keywords using SEMrush.

EDUCATION

SOUTHEASTERN LOUISIANA UNIVERSITY

Hammond, LA

Bachelor of Arts (B.A.) Strategic Communications August 2019-Dec 2022

GPA: 3.5

Relevant Coursework: Digital Audience Research and Behavior, Social Media Data Analytics, Social Media and Digital Marketing, Web Page Communication and Design

Awards & Honors: Sophomore Honors Distinction, Honors Diploma

ADDITIONAL SKILLS

AP Style

SEO

HTML

CSS

JavaScript

WordPress

PROJECTS

Portfolio Website- Built five webpages for a portfolio website using HTML and CSS in my Web Page Communication and Design class, fixing technical code issues as needed.

Thesis Paper- Wrote a 20-page thesis about social media to qualify for the Honors Diploma.