

Erin Rice

erinrice.pr@gmail.com | [linkedin.com/in/erinrice25](https://www.linkedin.com/in/erinrice25) | erinelisabethmedia.com

KEY SKILLS

Social Media Strategy
Google Suite

Brand Management
Microsoft 365

Event Planning
Canva

EMPLOYMENT & INTERNSHIP EXPERIENCE

Brooke Fulford, Durham, N.C.

February 2026-Present

Marketing Assistant

- Lead social media management, content creation, and email marketing initiatives while maintaining client database organization and communication workflows.
- Develop branded promotional materials, curated client pop-ups, and giveaway campaigns while providing administrative support to ensure efficient marketing and operations.

OSINT Foundation, Remote

June 2025-Present

Communications/Marketing Intern

- Developed a brand kit and social media strategy, including a LinkedIn content calendar with custom graphics, driving reach +431%, impressions +382%, clicks +419%, reactions +336%, and reposts +2300% over three months while maintaining consistent engagement.
- Drafted press releases and updated website content to promote organizational initiatives.

Appalachian State University, Boone, N.C.

January 2024-December 2025

Campus Tour Guide/Tour Guide Leadership Team

- Led engaging campus tours for prospective students and families while training guides and optimizing operations to enhance efficiency, safety, and overall guest experience.

Spring Forward Event, Boone, N.C.

November 2024-May 2025

Project Manager

- Overseeing event communications and on-site operations for Spring Forward, covering 53 panels, increasing student attendance 65.5% and alumni participation 51.9%.

LEADERSHIP EXPERIENCE

Public Relations Student Society of America (PRSSA)

April 2024-December 2025

Vice President; Communications & Content Director; Social Media Director

- Led chapter strategy and managed branded content, strengthening member engagement.

EDUCATION

Appalachian State University: Boone, N.C.

December 2025

Bachelor of Science in Public Relations, Minor in New Media & Digital Cultures | GPA: 3.85

- Undergraduate research on digital parasocial relationships and sports fan engagement