

# Erin Rice

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## EDUCATION

**Appalachian State University: Boone, NC**

**Expected December 2025**

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

- Chancellor's List: Fall 2022, Fall 2023, Spring 2024, Fall 2024
- Dean's List: Spring 2023, Spring 2025
- Undergraduate Research Thesis: *Beyond the Field: Exploring Digital Parasocial Behavior in Sports Fan Social Media Relationships From a Public Relations Perspective*

## KEY SKILLS

|                       |                      |                |
|-----------------------|----------------------|----------------|
| Social Media Strategy | Brand Management     | Event Planning |
| Team Management       | Adobe Creative Suite | Canva          |
| Public Speaking       | Google Suite         | Microsoft 365  |

## EMPLOYMENT & INTERNSHIP EXPERIENCE

**OSINT Foundation, Remote**

**June 2025-Present**

*Communications/Marketing Intern*

- Developed and implemented a comprehensive brand kit and social media strategy to establish consistent visual messaging, including a LinkedIn content calendar with custom graphics and visual assets designed to increase brand visibility and audience reach through strategic marketing content.
- Drove significant growth in social media engagement, increasing members reached by 431%, impressions by 382%, clicks by 419%, reactions by 336%, and reposts by 2300% over three months while maintaining a consistent engagement rate.

**Appalachian State University, Boone, NC**

**January 2024-Present**

*Tour Guide Leadership Team*

- Managed tour schedules and supported tour guides to ensure optimal coverage, high service standards, and consistent guest satisfaction.
- Contributed to program updates and improved the tour experience by adapting routes, refining storytelling, and enhancing overall efficiency and engagement.

*Tour Experience Intern*

- Developed emergency plans, instructional materials, and optimized tour routes to ensure safe, efficient, and comfortable guest experiences.
- Trained and mentored new tour guides to deliver engaging, informative, and high-quality campus tours.

*Campus Tour Guide*

- Guided prospective students, families, and visitors through campus, presenting academics, athletics, housing, activities, and resources for a full overview.
- Engaged guests by answering questions and offering personalized insights to support informed decision-making.

**Spring Forward Event, Boone, NC****November 2024-May 2025***Project Manager*

- Coordinated event planning for Spring Forward, managing tasks, deadlines, and logistics across 53 panels, which increased student attendance by 65.5% and alumni participation by 51.9% compared to the previous year.
- Ensured quality and professionalism by reviewing emails, graphics, and social media content, while overseeing venue setup, catering, parking, and on-site support.

**Spring Forward Event, Boone, NC****January 2024-May 2024***Social Media Coordinator*

- Launched and increased Instagram presence by incorporating social media trends and building a foundation for long-term growth.
- Crafted engaging captions and copy that resonated with the target audience and supported marketing goals.

**LEADERSHIP EXPERIENCE****Public Relations Student Society of America (PRSSA)****April 2024-Present***Vice President*

- Assisted in overseeing chapter projects and collaborated with board members to ensure successful execution and maintain a cohesive, professional brand tone.
- Built skills in strategic planning, brand management, and teamwork through leadership responsibilities.

*Communications and Content Director*

- Strategically managed social media platforms and coordinated volunteer opportunities to foster community involvement aligned with brand goals across multiple media channels.
- Led chapter initiatives and provided strategic support to advance the organization's mission.

*Social Media Director*

- Created engaging graphics and visuals, in line with established organization branding.
- Responded promptly to messages, comments, and interactions to foster a positive and active online community.

**ORGANIZATIONS****Public Relations Student Society of America (PRSSA)****October 2023-Present**