

RYLEE FELS

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Marketing Coordinator

Darlington Marketing Co. | January 2025 - Present

- Establishes strategic partnerships to expand brand reach and audience engagement
- Creates and maintains client marketing calendars to ensure timely execution of campaigns, promotions, and content rollouts
- Tracks website performance using Google Analytics, providing actionable insights to improve engagement and conversions
- Design and produce custom social media graphics, photos, and videos for client branding and marketing

News Producer

CBS 8 San Diego | May 2023 - September 2024

- Created, wrote, and edited content for newscasts
- Worked with on-air talent, and news management to showcase content in unique ways
- Integrated creative production techniques like graphics to enhance stories
- Ability to work in a fast-paced environment while under pressure
- Communicated well in the control room with directors, anchors, and reporters live out in the field
- Produced special coverage newscasts that now have millions of views across social media

Creative Marketing Assistant

Veterans United Home Loans | June 2021 - May 2023

- Conceptualized, filmed, and edited video content suitable for multiple platforms
- Collaborated with multiple teams in the marketing department to expand creative knowledge
- Responsible for designing unique digital graphics for all platforms
- Created and managed content calendars for various social media campaigns
- Managed the employee headshot portal, company-wide

News Producer

KOMU 8 & Mid-Missouri CW | January 2022 - May 2023

- Built show rundowns for multiple newscasts
- Worked alongside the newsroom staff to determine the content and needs
- Collaborated with live reporters out in the field
- Pitched and reported on stories that affect the mid-Missouri communities

EDUCATION

Bachelor of Journalism

August 2019 - May 2023

University of Missouri

- Major in Journalism
- Minor in Business

CERTIFICATION

Hubspot Social Media Marketing Certification

Issued Nov 2024

Credential ID adbbb925adf343d583bc7be04bebdbc29

PROFESSIONAL & TECHNICAL SKILLS

Time Management | Creative Writing | Big-picture Planning | Troubleshooting | Videography
Adobe Creative Suite | Canva | Microsoft Office | Final Cut Pro | Social Media Management