

Brielle Ruch

Content Creator

I am looking to join the workforce to gain real-world experience in a marketing position in Knoxville and surrounding areas. .

EXPERIENCE

Social Media— *Content Creator*

March 2020 - PRESENT

- Content Creator on Tiktok, Instagram, Snapchat, Pinterest, Facebook, Twitter, Spotify, and YouTube by producing creative and compelling content
- Collaborated and negotiated with companies like Famous Footwear, HeyDude, Hart Tools (Walmart), Pepsi, Mt. Dew and many more, by making videos to promote their products and business
- As of June 2024, I have ~1.2 million followers and 110 million likes accumulated on all of my social media platforms
- Implemented strategic plans to grow social media audiences for key demographics
- Managed day-to-day execution of social media messaging with influencer marketing strategies and creative campaigns

Waverly Area Veterans Post— *Bartender*

September 2023 - May 2024

- Recognized for maintaining excellent customer service on busy nights and with large parties
- Used suggestive selling methods to improve the guest experience
- Lead bartender on weekend nights, ensuring team members correctly prepare drinks and process payments

Arby's — *Associate* Jan 2017 - Feb 2018

- Maintained high standards of customer service during high-volume, fast-paced operations
- Handled currency and credit transactions quickly and accurately

EDUCATION

Wartburg College, Waverly, Iowa — *Bachelor's Degree*

Business Administration major, Marketing minor

Aug 2021 -; May 2024

Involved with cross country, track, dance marathon, Phi Beta Lambda

Urbandale High School, Urbandale, Iowa

Involved with Silver cord, Leo Club, Fellowship of Christian Athletes, cross country, track, softball, and basketball

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SUMMARY

- Ability to complete tasks on time in both individual and team settings
- Dependable and reliable, ready to learn and grow with your company

SKILLS

Marketing

- Adobe Photoshop & Illustrator
- Digital Media & Marketing
- Canva
- Photography
- Social Media Marketing
- Visual Storytelling
- Video Production/Post-Production
- Content Strategy
- Building Brand Relationships

Other

- Cash Handling
- Customer Satisfaction
- Customer Service
- Upselling