

Rachael R. Robinson

Skills Summary

- Digital Journalism
- News Editing
- Newswriting
- Social Media Management

Education

- ***Bachelor of Science in Communication***
— ***Journalism***
 - Wingate University, Wingate, NC
 - May 2019
 - GPA: 3.4

Radio Experience — *Foothills Radio Group, Lenoir, NC*

- **Assistant Operation Manager, January 2021-Present**
 - Lead staffing effort for all station events, coordinating up to 10 employee schedules to coordinate coverage and ensure smooth event operations
 - Coordinate, program and schedule music and on-air promotions for Foothill's three radio stations in conjunction with Operations Manager
 - Manage four social media accounts for Foothill's three stations, engaging in social listening to connect with listeners and support broader listener engagement strategy
 - Design and execute station imaging for Foothill's three stations in conjunction with visual media and programming teams
 - Manage and facilitate online audio streams for Foothill's three stations in support of broader listener engagement strategy
- **On-Air Personality, June 2019-Present**
 - Write, record and produce commercials for local advertising clients as assigned in order to drive revenue production and support demonstrable ROI for clients
 - Host and produce midday radio show, managing and coordinating a content schedule 3 weeks in advance, and accommodating rigorous approval rhythms to ensure the needs of internal and external stakeholders are met by programming

- **Social Media Director, August 2020-January 2021**
 - Create and maintain monthly social media strategy for Foothill's three stations
 - Design images to advertise station events and promotions
 - Create engaging digital content to boost follower interaction in support of broader listener engagement strategy
 - Leverage social media accounts to promote advertising clients and local non-profit events
- **Community Affairs Manager, June 2019-August 2020**
 - Create, develop and maintain relationships with local non-profits
 - Expanded community outreach efforts by leveraging relationships into deliverable content to be shared on-air and digitally, to bring information to listeners and help foster a more engaged listener base
- **News Director, June 2018-June 2019**
 - Digest and process top local news stories, synthesizing them into concise, one-minute newscasts
 - Monitor and share local and national news on social media, and coordinate with internal stakeholders to disseminate information on-air as appropriate
- **Part-Time Office Assistant, June 2014-June 2019**
 - Operate as guest liaison, in person and via telecommunication as necessary
 - Effectively distribute prizes to contest winners
 - Manage the invoice processing of over \$200 of advertising revenue monthly
 - Write commercial content for up to three commercials per week
 - Execute operations responsibilities for station events

Additional Work Experience

- Summer Intern, *Foothills Radio Group*
- The Weekly Triangle, *Editor*
- Wingate University Registrar's Office, *Student Worker*