




CARLIE RICE

CONTACT

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 Hoboken, NJ

 Carlie Rice

SKILLS

Social Media, Organic
Community Management
UGC Sourcing
Creative Directing
Graphic Design
Google Analytics
Adobe Creative Suite
Canva
Social Media Analytics
Content Curation
Video Editing
Brand Strategy

EDUCATION

Film Studies and
Communications, B.A.

Pace University
2012-2016

EXPERIENCE

Social Media Manager

The Farmer's Dog | May 2024 - present

- Managing and curating all social media content and calendars
 - Spearheading our content production, overseeing our designers in developing engaging content like our Biting Commentary series
- Tracking performance metrics and analytics to inform strategy adjustments
- Revamping and revitalizing underperforming social media channels by introducing fresh ideas, updating designs, and producing new content series

Head of Social

Havenly | 2021 - 2024

- Ran three brands and their social channels, reaching millions of followers daily
- Designing our stories, feed posts, reels, and TikToks for all channels
 - Launching our TikTok vertical with viral videos, gaining 900k views on our first video
- Reporting on analytics and using data to create future strategy
- Speaking to 700+ designers annually at our Designers Summit
- Creating social campaigns like 'At Home With...' where we interview female founders and CEOs

Social Media Manager/Graphic Designer

Betches | 2018 - 2021

- Illustrating original graphics for 5+ Instagram accounts, including @betches with 7M+ followers
- Running the @dietstartstomorrow Instagram, gaining 315k+ followers in 2.5 years and securing branded partnerships
- Producing the Diet Starts Tomorrow podcast, writing outlines, securing guests, and promoting the episodes through videos
- Creating social concepts and live coverage of events

Social Media Manager/Videographer

Colavita USA | 2016 - 2018

- Photographed, edited, and designed graphics to be posted on all social channels
- Created social strategy, development, and execution
- Filmed and edited recipe videos across all social channels
- Conceptualized and edited our first Colavita USA commercial