

RACHEL OSTDIEK

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Marketing professional with 3+ years of experience in social media, digital marketing, and content creation. Through agency, event, and university work, I've developed a strong ability to balance creativity with organization and create content that connects with audiences.

EDUCATION

UNIVERSITY OF NEBRASKA AT KEARNEY

Bachelor of Science, May 2026

Advertising and Public Relations

Minors: Digital Marketing and Multimedia

- Honors Program, 2022 - 2026
- *Summa cum laude*, 3.973 GPA

LEADERSHIP

MEMBERSHIP VICE PRESIDENT

Gamma Phi Beta Sorority, 2025-2026

- Planned and executed recruitment events to attract and engage potential new members
- Grew chapter membership by 60% during primary recruitment

SOCIAL MEDIA CHAIRWOMAN

Gamma Phi Beta Sorority, 2023 - 2025

- Created 4 posts weekly across Instagram, TikTok, Facebook
- Directed content creation for chapter events to promote recruitment efforts

CO-PRESIDENT, Advertising and Public Relations Club,
2024 – 2025

PRESIDENT, SIMM (Students In Mass Media) Honor
Society 2024-2025

Chancellor's Ambassador, 2024 - 2025

Order of Omega Honor Society, 2024 - 2026

SKILLS

- **Design/Content Creation:** Adobe Creative Suite (InDesign, Illustrator, Premiere Pro, Photoshop, After Effects, Lightroom Classic), Canva
- **Platforms & Tools:** WordPress CMS, Meta Business Suite, Microsoft Office (Word, Excel, Teams, PowerPoint)
- **Professional Skills:** Project coordination, communication, organization, detail-oriented

EXPERIENCE

PHOTOGRAPHER

Self-employed, Apr 2025 - Present

- Manage all client communication, scheduling, contracts, invoicing, and gallery delivery for freelance photography business; delivered 40+ galleries in 2026
- Market services via social media and web, specializing in weddings, portraits, couples, and family sessions
- Capture and edit images with advanced camera equipment, Adobe Lightroom Classic, and Photoshop

STUDENT CONTENT CREATOR

University of Nebraska at Kearney, August 2025 - May 2026

- Captured and edited short-form video and social content, creating 3+ reels monthly. Manage cross-platform distribution to engage a combined audience of 45K+ followers
- Designed branded print and digital marketing materials using Adobe Creative Suite to support university-wide campaigns
- Collaborated with the marketing team to develop creative concepts for digital campaigns, including campus beauty, recurring reels, and event coverage

MARKETING INTERN

Nebraska State Fair, May - September 2025

- Managed real-time social media coverage, publishing ~3 posts daily during the 11-day event and 3+ weekly throughout summer
- Produced on-site photo and video coverage, capturing daily event highlights and editing short-form video to engage a combined audience of 80K+ followers
- Designed print and digital marketing materials, including posters, banners, stickers and graphics to promote the event
- Increased visibility for Nebraska's largest event, welcoming 330K+ annual attendees

MARKETING INTERN

Tally Creative Advertising Agency, May - August 2023

- Managed social media strategy for a local small-business client, building a three-month content calendar
- Increased Instagram engagement 497% (62 to 370 avg. monthly interactions) through targeted content and design
- Developed brand assets using Adobe Creative Suite