

RYLEE OWENS



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PROFILE

Highly motivated and hard-working PR professional with experience in a variety of PR fields (including but not limited to) client branding, logo design, creating social media content, graphic and print design, monitoring content performance, managing multiple clients' social media pages, building websites, and running Facebook Ads. Proficient in software such as Microsoft, Google, Meta Business Suite, Hootsuite, Canva, and MyEmma Marketing Software.

EDUCATION

Georgia Southern University

Bachelor's Degree in Public Relations
2019-2022

Public Relations Student Society of America (PRSSA)

2020-2022

CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- Poynter Institute - Writing for SEO, Social and Newsletters 2024

EXPERIENCE

Social Media Assistant - Georgia Department of Natural Resources | October 2025 - Present

- Create social media graphics and schedule content for Instagram, Facebook, and LinkedIn
- Respond to social media messages and comments
- Report social media post performance via email to the Public Affairs team

Content Manager - Visit Eatonton/Eatonton-Putnam County Chamber of Commerce | October 2024 - April 2025

- Created and managed social media calendars
- Captured footage of restaurants and businesses in the community to use to promote via social media
- Copywriting for posts (captions and alt text)
- Monitored and ran monthly Facebook Ads via Meta Business Suite
- Wrote blogs for the Visit Eatonton website to introduce visitors to the area
- Prepared and presented a monthly review to Board members

Communications Specialist - Georgia Department of Natural Resources | March 2024 - October 2024

- Wrote and posted blogs using WordPress for the Georgia Wildlife website
- Coordinated and hosted interviews with Georgia biologists
- Assisted in monitoring social media pages (Facebook, Instagram)
- Created graphic designs for web use and print

Publicist - Music City Media | June 2022 - February 2024

- Oversaw a variety of PR-related projects, such as developing and distributing press releases, along with creating e-cards and media invitations to send to the masses
- Scheduled and coordinated all client interviews, events, and meetings
- Created and managed websites for multiple clients
- Oversaw up to seven interns per semester and served as a mentor to them in developing their PR and media knowledge, as well as overall position training
- Assisted in organizing and booking clients' shows
- Created artists' EPKs using materials such as single/album releases, media shots, and videos
- Managed and monitored social media platforms such as Instagram, Facebook, and TikTok for 5+ clients at a time
- Built monthly social media calendars for each client and scheduled content via Meta Business Suite
- Attended, assisted, and participated in clients' music videos
- Crafted pitch scripts for each client's tour press when pitching artists to local area press