



# VIRGINIA RHETT TALBERT

**SOCIAL MEDIA STRATEGIST  
+ GRAPHIC DESIGNER**



Knoxville, Tennessee



RhettTalbert@gmail.com



803.767.6656



rhetttalbert.com

I'm an experienced social media strategist and digital communications maven, with an attention to aesthetics. I have over eight years of experience in marketing and communications from top-tier marketing teams, a passion for design, excellent project-management skills, and a great eye for detail, all of which makes me an ideal candidate for any team.



**RHETTALBERT.COM**

## EXPERIENCE

### AC ENTERTAINMENT

Digital Communications  
Manager  
May 2015 - Present  
Knoxville, TN

At AC Entertainment, a now subsidiary of Live Nation Entertainment, I lead our social media, newsletters, website management, digital advertising campaigns, digital graphic design, copywriting, cross-platform promotional campaigns, publicity, and more for our online brands and properties, including these managed venues:

- Tennessee Theatre Foundation
- Bijou Theatre Foundation
- Tivoli Theatre Foundation
- The Mill & Mine
- And more as needed in different seasons

Collaborated with our team on our festivals that include Big Ears Festival, Bonnaroo, High Water Festival, and more.

### POST NO BILLS

Graphic Designer  
March 2013 - May 2015  
Columbia + Charleston

Contributed to major campaigns for clients like ESPN, The South Carolina State Fair, Bacardi, and the Columbia Visitor Bureau. Developed logos, designed marketing materials, and promoted brands across multiple advertising platforms. I enjoyed the teamwork in developing brand identity and applying it to all levels of business-to-consumer interaction, especially web presence, marketing materials, and event decor. Won American Advertising (ADDY) Awards for the "Indie Grits 48-Hour Film Blitz" Campaign and for the SC State Fair 2013 Campaign.

### FREELANCE WORK

Marketing Strategist  
& Graphic Designer  
June 2012 - May 2015

As a freelance marketing strategist and designer I developed many campaigns helping businesses in Columbia take their brands to another level. Clients include Bohemian Clothing Boutique, Hay Hill Garden Market, Drip Coffee Shop, and more.

### FLOCK AND RALLY

Special Projects Associate  
June 2012 - April 2013  
Columbia, SC

Gained hands-on experience working on major community events like Crafty Feast, Palmetto Tasty Tomato Festival, and the *Free Times* "Best of Columbia" Party. Designed fundraiser kits, sponsorship packets, and other marketing materials. Developed websites and logos for small businesses in the community.

### WUSC FM-HD1

Music Director  
Fall 2009 - Spring 2012  
Columbia, SC

Directed a body of over 150 DJs & all music played on-air. Published Top-40 charts for the College Music Journal for three years. I worked closely with distributors, labels, and promoters around the country with charts, tracking, and adds. Booked, promoted, and executed several concerts pulling in 150+ people. During this time I developed my skills in organization, poster design, and event promotion.

## EDUCATION

### UNIVERSITY OF SOUTH CAROLINA 2008 - 2012

**Bachelor's Degree from the School of Journalism and Mass Communications**

Major in Advertising, Minor in Fine Art Photography

Studied Abroad at the University of Westminster, Photojournalism, 2009

**Awards & Scholarships:** *The Outstanding Achievement & Student Triumph Award 2012*

*The Legislative Incentive for Future Excellence Scholarship, 2008-2012*

## SKILLS

**Digital:** Google Analytics, Google Ads Certified for 2020, Facebook, Twitter, Instagram, YouTube, Snapchat, TikTok, Tumblr, Spotify, Hootsuite, Falcon, Sprout, MailChimp, TMOne, Wordpress, ExpressionEngine, SquareSpace, CMS, Copywriting

**Design:** Adobe Illustrator, Photoshop, InDesign, After Effects, Lightroom, Typography

**Project/Office Management:** Google Drive, Microsoft Office, Dropbox, Asana, Slack

**Communication:** Excellent Customer Service Skills, Strong Written and Verbal Communication Skills, MLA Formatting, Press Releases, Team Leadership and Delegation