

# Rachel Waggie

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## Experience

CFC Farm & Home Center | Culpeper, Virginia  
Marketing Manager

July 2020-Present

- Develop print & digital advertisements for various publications, newspapers, magazines & newsletters
- Responsible for advertising & marketing across five retail locations
- Create & publish content across social media platforms
- Maintain website & online social presence

Dept. of Communications & Agricultural Education | Kansas State University  
Graduate Teaching Assistant

Aug. 2018-June 2020

- Aided in course management for courses in layout/print techniques, agricultural business communications
- Assisted professors with creating & grading assignments
- Led weekly small group classes, created lesson plans & content

Dept. of Animal Sciences & Industry | Kansas State University  
Event Planning & Communications Assistant

Sept. 2014-June 2020

- Edited departmental publications, press releases, newsletters & mailing pieces
- Contributed design & creative talents as a member of the departmental communications team
- Assisted in planning & execution of departmental events & activities ranging in attendance from several dozen to one thousand
- Created content & materials such as t-shirt designs, graphics & sale catalogs for departmental use
- Managed various social media accounts for multiple departmental units & organizations

## Education

Master of Science | Kansas State University  
Agricultural Education & Communications, Communications Option  
Thesis: [\*Risk information seeking & processing of beef producers in the Southeast United States\*](#)

May 2020

Bachelor of Science | Kansas State University  
Animal Sciences & Industry, Business Option

May 2018

## Skills

- Talented editor of written, audio & visual materials
- Adept in Adobe Illustrator, InDesign & Photoshop
- Working knowledge of AP style
- Proficient in Microsoft Office suite
- Experienced in social media management of Facebook, Instagram & Twitter platforms
- Comfortable interacting professionally with diverse groups
- Competent in photography & photo editing
- Educated & experienced in animal sciences, specifically cattle
- Strong communicator within the workplace