



**MEDIA DESIGN  
& PRODUCTION  
STUDENT**

# RYLEE ROSE PRIDE

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— LOCATION —  
Boulder, CO

## ABOUT ME

Third year Media Design & Production student at the University of Colorado at Boulder.

Experienced in social media management, content creation, and music event marketing with an interest in content design & digital marketing.

## SOFTWARE SKILLS

- Adobe Photoshop ■ ■ ■ ■ ■ □
- Microsoft Excel ■ ■ ■ ■ ■ □
- Social Media Platforms ■ ■ ■ ■ ■ ■
- Mailchimp ■ ■ ■ ■ ■ ■

## PROFESSIONAL EXPERIENCE

### EDUCATION

2021  
**BACHELOR OF ARTS IN MEDIA DESIGN**

University of Colorado at Boulder / CMCI

2021  
**MINOR IN MEDIA PRODUCTION**

University of Colorado at Boulder / CMCI

2017  
**CUM LAUDE GRADUATE**

Smithson Valley High School / Spring Branch, Tx

2019 - PRESENT

### MEDIA COORDINATOR

Ideaison LLC | Remote Position

As the media coordinator for Ideaison, I was placed in charge of designing, organizing, and monitoring all social channels and client activities for different music related events. In this role, my responsibilities included designing & creating different forms of digital content (posters, videos, advertisements, etc.) with a distinct focus on brand messaging to ensure consistency across digital advertising and marketing platforms. I also worked on-site assisting in organization, artist management & creative direction for The Werk Out Music Festival in Thornville, Ohio while being a part of the head marketing team.

AUGUST 2019 - MARCH 2020

### MARKETING INTERN

Z2 Entertainment | 1135 13th St, Boulder, CO 80302

Recruited by the Z2 Entertainment marketing team, my main role involved managing event marketing for both Fox Theatre and Boulder Theater. Including street team management, social media content creation and online event moderating, this six month position enhanced my knowledge about the music industry and gave me a behind the scenes look into the historic Boulder music scene.

2020 - PRESENT

### SOCIAL MEDIA MANAGER

We Out Here Live | Denver, CO

We Out Here Live is a collective of female creatives focused in Denver and the surrounding areas. Functioning as a community supporting musical, educational & editorial content my position as social media manager involves community outreach, graphic design work and social media posting and monitoring.

## SOCIAL MEDIA ACCOUNTS



Instagram.com/Ideaison



Instagram.com/WerkOutFestival (5/1/19-8/1/19)



Instagram.com/WeOutHereLive



Facebook.com/ideaison.co/



LinkedIn.com/company/Ideaison



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## FOLLOW ME



LINKEDIN  
<https://bit.ly/34kAPhr>



INSTAGRAM  
[Instagram.com/theyleepride](https://www.instagram.com/theyleepride)

## TEAM WORK



### IDEAISON TEAM

"Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." - Andrew Carnegie

## SKILLS

- Detail Oriented
- Organization
- Punctuality
- Creativity

## AWARDS & ACHIEVEMENTS

- 2017 - PRESENT  
**Presidential Scholarship**  
Awarded to the top 3% of out of state students with the highest cumulative GPA (4.0)  
University of Colorado / CMCI
- 2017 - PRESENT  
**Dean Scholar**  
University of Colorado / CMCI
- 2016  
**Presidential Scholar**  
Smithson Valley High School / Academic Excellence

## MUSIC PLAYLISTS

- **ALTERNATIVE:** <https://spoti.fi/2KT2EpA>
- **HIP HOP / RAP:** <https://spoti.fi/2OHxRgB>
- **OLDIES:** <https://spoti.fi/2DiKl8t>
- **SOUNDCLOUD:** <https://bit.ly/2Di8ht8>

## PROFESSIONAL REFERENCES

Creative Director and Founder  
**LAUREN KASHUK**  
Ideaision LLC

+720 280 7265 [Lauren@Ideaision.com](mailto:Lauren@Ideaision.com) [www.ideaision.com](http://www.ideaision.com)

*Lauren, as the head of Ideaision, took me under her wing and has taught me the ins and outs of everything involving marketing and creative direction. As a creative, Lauren has trusted me with her vision for Ideaision as far as digital marketing and content creation. She has also entrusted me with curating our weekly newsletters and creating content for various clients.*



Project Manager  
**KAYLEIGH MERTENS**  
Ideaision LLC

+715 613 2276 [Kayleigh@ideaision.com](mailto:Kayleigh@ideaision.com) [www.ideaision.com](http://www.ideaision.com)

*Kayleigh has taught me the importance of organization and detail as she works as the project manager for Ideaision, keeping the team on track and prioritizing our focus. Her example has taught me the importance of teamwork as well as inspired me to trust in my abilities and take on more responsibility as I venture deeper into the industry.*



Marketing Coordinator  
**DANA RAMSEY**  
Z2 Entertainment

+720 883 1378 [Dana@z2ent.com](mailto:Dana@z2ent.com) <https://bit.ly/2Dimh69>

*As the sole marketing coordinator for Z2 Entertainment, Dana has trained me from the ground up in marketing for the two largest music venues in Boulder, CO.*