

# Rylie Barbee

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## Professional Summary

Expected Digital Marketing graduate with a strong foundation in marketing strategy, digital marketing platforms, data analytics, and campaign performance analysis. Detail-oriented and highly organized professional known for accuracy, efficiency, and a meticulous approach to completing tasks and projects. Skilled in analytical thinking, digital strategy, and supporting marketing initiatives that drive brand visibility and business growth. Eager to apply digital marketing knowledge, data-driven insights, and strategic thinking to contribute to marketing teams and organizational success.

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## Core Skills

**Digital Marketing:** Digital Marketing Strategy • Social Media Marketing • SEO • Content Marketing • Email Marketing • Marketing Analytics

**Marketing Tools:** Google Analytics • Google Merchandise Store • Canva • WordPress • Yoast • Excel • Microsoft Office 365 • Google Slides • AI-Assisted Research (ChatGPT / OpenAI)

**Professional Strengths:** Analytical Thinking • Detail-Oriented • Organization • Time Management • Problem Solving • Collaboration • Communication

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## Academic Coursework Projects

### Digital Marketing Portfolio

- Developed a digital marketing campaign strategy including audience targeting, messaging, and content planning.
  - Identified key performance metrics and designed an analytics approach to measure campaign effectiveness.
  - Created social media and digital content concepts to improve brand awareness and audience engagement.
  - Presented campaign strategy and marketing recommendations based on data-driven insights.
  - Utilized AI-assisted research tools to analyze and summarize key insights from corporate annual reports, supporting data-driven conclusions for a marketing research project.
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## Education

### Bachelor of Science in Digital Marketing

Old Dominion University – Norfolk, Virginia

2026 – GPA 3.5 – Dean's List (2022, 2023, 2024)

Relevant Coursework:

Digital Marketing Strategy • Consumer Behavior • Marketing Analytics • Social Media Marketing • Advertising & Promotion

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## Work Experience

### Pet Professional

Doggy Daycare Attendant – Manassas, Virginia and Norfolk, Virginia | May 2024 – Aug 2024 and Feb 2025 – August 2025

- Managed groups of large and small dogs in a supervised, high-activity environment while maintaining safety and organization.
- Maintained clean and well-organized play and kennel areas to ensure a healthy environment and positive client experience.
- Followed detailed care and feeding instructions provided by pet owners, demonstrating strong attention to detail and reliability.
- Responded calmly and effectively to high-energy or stressful situations, exercising sound judgment and problem-solving skills.
- Demonstrated patience and adaptability while working with animals with varying behaviors and needs.

### Server / Waitress

Chili's Grill and Bar – Manassas, Virginia | May 2023 – January 2024

- Delivered high-quality customer service in a fast-paced environment while managing multiple tables and priorities.
- Communicated effectively with team members to ensure efficient service and positive customer experiences.
- Maintained accuracy when handling orders, payments, and customer requests.

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## Leadership Role

Alpha Phi, Epsilon Eta Chapter at Old Dominion University (Philanthropy- Women's Heart Health) - Norfolk, Virginia | January 2024 – December 2025

- Coordinated new member education meetings
- Assisted in big/little pairings to ensure new members created close connections