

## Career Objective

Strategic communications and marketing leader with 15+ years of experience in mission-driven organizations, specializing in digital strategy, brand storytelling, and cross-functional collaboration. Proven ability to develop data-informed campaigns, craft authentic narratives, and engage diverse audiences. Seeking to apply my experience to help amplify a organization's mission, elevate brand reach, and foster meaningful engagement across stakeholders.

## Work Experience

### Grace Community Health Center, Inc., DBA Grace Health | 1019 Cumberland Falls Hwy., Suite 201B, Corbin, KY 40701

*Public Relations Specialist*

*January 2023 - Present*

- Lead development and execution of comprehensive marketing and communications strategies that amplify organizational mission and community impact.
- Develop, manage, and allocate marketing and community outreach budgets effectively, ensuring resources advance storytelling and outreach goals.
- Direct multi-channel communications, including website management, social media, newsletters, press releases, print campaigns, and annual reports, to increase awareness and build public trust.
- Capture and curate photography and visual media to authentically represent people, programs, and community partnerships.
- Create and manage brand and communications guidelines across internal and external channels, insuring all representations of organization align with mission, vision, and goals.
- Collaborate across departments and with community partners to promote events, outreach initiatives, and mission-driven programs.
- Assist Human Resources with onboarding of new personnel.
- Provide regular reporting and analysis of marketing and communications performance to other leaders and officers to guide future strategy and strengthen engagement.

### The Holler Creative | 500 S Main Street, Corbin, KY 40701

*Director of Health Services*

*February 2022 - December 2022*

- Designed and implemented marketing and communications strategies to elevate mission visibility and community engagement.
- Developed social media campaigns and community impact reports that highlighted the importance of accessible, quality care.
- Partnered with outreach teams to secure sponsorships and strengthen relationships with community stakeholders.
- Created press releases, newsletters, and visual media to broaden organizational reach and share stories of impact.
- Supported onboarding communications to introduce new providers, building community trust and connection.

*Social Media Manager*

*February 2019 - February 2022*

- Developed and executed social media strategies for multiple healthcare clients, expanding reach and engagement across diverse audiences.
- Used data and analytics to optimize content strategy, ensuring communications were authentic, relevant, and mission-centered.
- Partnered with directors and stakeholders to align digital storytelling with organizational goals and special initiatives.

# Rebekah R. Riggs

14 Steeplechase Way  
Corbin, Kentucky 40701

## University of the Cumberlands | 6178 College Station Dr., Williamsburg, KY 40769

Administrative Support Coordinator/Data Analyst | Physician Assistant Program

January 2018 - February 2022

- Collected and analyzed program data to inform communications and reporting, contributing to transparency and institutional storytelling.
- Organized key public-facing events, ensuring professional representation and meaningful participant experiences.
- Managed communications materials, logistics, and resources that supported program visibility and community connection.

## General Dynamics Information Technology | Corbin, KY 40701

Associate Specialist | Medicare & Health Insurance Marketplace

November 2014 - April 2017

- Assisted Medicare beneficiaries with coverage guidance, claims inquiries, and prescription drug plan enrollment
- Supported Health Insurance Marketplace consumers with medical and dental plan applications
- Maintained up-to-date knowledge of regulations to ensure accurate, compliant support

## Jason Price Law Office | 225 Main Street, Williamsburg, KY 40769

Legal Assistant

January 2013 - August 2014

- Conducted client interviews and coordinated with opposing counsel in civil cases
- Prepared legal documents, correspondence, and case filings for civil and criminal matters
- Managed accounts payable/receivable while ensuring compliance with legal standards

## Additional Experience

Held early career roles in office management, marketing support, hospitality, and retail, building a foundation in customer service, administration, and team collaboration.

## Skills & Expertise

- **Digital Marketing & Web Management:** Marketing Strategy, SEO & Analytics, Brand Management, Website Management (WordPress, Elementor, Yoast SEO), Meta Ads/Facebook Business Suite, AI Interfaces (ChatGPT, Gemini), MailChimp.
- **Content Creation & Design:** Content Creation, Creative Writing, Long-Form Content, Layout & Design, Report Generation, Adobe Creative Suite (Lightroom, Photoshop, InDesign, Acrobat Pro DC), Canva Pro, Capture One.
- **Project Management & Operations:** Project Management, Budget Management, Team & Vendor Coordination, Event Management, Communication, Google Suite, Microsoft Office (Mac & PC), SocialPilot, Slack.
- **Industry Knowledge:** Healthcare Communications (FQHCs/CHCs, Medicare, Marketplace), Nonprofit and For-Profit Marketing, Higher Education, Compliance and Stakeholder Communications.
- **Independent Contractor - Residential Services:** Provided home and care services, recognized for reliability and client trust.

## Education

University of the Cumberlands – Master of Science Health & Human Performance, 4.0 GPA (2019–2020)

University of the Cumberlands – Bachelor of Science Business Administration, Marketing Concentration; Minor: Communication Arts (2003–2007)