RILEY CHIN

BRAND STRATEGY | DIGITAL MARKETING | CONTENT CREATION

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SUMMARY

Early career brand strategy and creative marketing professional with experience supporting sports and esports projects, digital marketing, content creation, audience research, and branded collaborations. Background includes creative development, market research, pitch materials, social content, and campaign support across agency, freelance, and creator work. Interested in the intersection of audience behavior, content, and brand strategy.

SKILLS

Short Form Content Strategy • Content Performance Analysis • Audience Insights • Creative Research • Social Media Analytics • Organic and Branded Content • Content Ideation • Canva • CapCut • Edits • Basic Figma • Presentation Development • Project Coordination • Written Communication • Organization • Adaptability

EXPERIENCE

SOCIAL MEDIA MANAGER AND CONTENT CREATOR 2026 to Present

Adventures with Nacho, Independent

• Created, shot, and edited organic and branded short form social content, generating 2.3M Reel views and reaching 1.4M accounts in a 90 day period.
• Analyzed content performance and audience response to identify effective hooks, formats, pacing, and creative patterns, then applied those insights to future content strategy.
• Coordinated branded content requirements, revisions, deliverables, and timelines with external partners while meeting campaign deadlines.

CREATIVE MARKETING INTERN Sep 2025 to Present

Most Proflic Brand and Creative Development

• Support client projects through research, creative ideation, visual materials, and presentation development.
• Research audience, market, and cultural trends to contribute ideas and context to creative projects.
• Coordinate project materials, shipments, and day to day creative and administrative needs across multiple assignments.

BRAND STRATEGY AND CREATIVE DEVELOPMENT Sep 2022 to Sep 2024

The Revival House

• Supported client strategy and creative development through market research, audience insights, brainstorming, pitch decks and client presentations.
• Contributed research and ideas to discussions around brand identity, positioning, naming, and creative direction.
• Provided production support on a DraftKings sponsored Starting Five shoot featuring Allen Iverson.

FREELANCE GRAPHIC DESIGNER Jul 2026

Petersen and Associates Insurance Services

• Created branded digital outreach materials and prepared final assets for client communications.
• Managed feedback and revision cycles while maintaining organized versions and final deliverables.

DELIVERY DRIVER Jan 2020 to Jan 2021

DoorDash

• Managed independent, time sensitive work while coordinating customer communication and resolving order issues.

EDUCATION

BACHELOR OF SCIENCE IN PSYCHOLOGY Aug 2026

Oregon State University

Magna Cum Laude • GPA 3.78