

Contact

✉ rbylpowers1@gmail.com
☎ 802-258-8969
🔗 www.linkedin.com/in/rbylpowers-7384a3254
🌐 rbylpowers.com

Skills

Adobe Photoshop
Social Media Marketing
Social Media Management
Copywriting
Campaign Development
Profile Optimization
Adobe InDesign
Canva Proficient
Competitive Analysis
User Design
Creative Brief Development
Hootsuite

Leadership and Volunteer Experience

Scratchpad, JMU, Harrisonburg, VA
September 2024 — present

SMAD Club, JMU, Harrisonburg, VA
September 2024 — present

Club Ice Hockey Fundraising Director, JMU, Harrisonburg, VA
September 2021 — May 2023

Certifications

- Certified Social Media Strategist from Hootsuite
- Hootsuite Platform Certification

Ruby Powers

Social Media Marketing

Education

James Madison University (JMU), Harrisonburg, VA
August 2021 — May 2025
Bachelors of Science in Media Arts and Design
Concentration: **Creative Advertising**
Minor: Creative Writing

Work Experience

Group Exercise Communications Manager at UREC, Harrisonburg, VA

August 2024 — Present

- Leading a team of over 50 instructors alongside 6 other managers.
- Write weekly department announcements and class descriptions.
- Update the website weekly through Fusion management software.
- Oversee instructor audition process, development, and hiring.
- Present at staff meetings and information sessions.
- Track and analyze pertinent data within the group exercise department.

Group Exercise Instructor at UREC, Harrisonburg, VA

August 2023 — Present

- Create innovative, challenging, and fun class routines for participants of all fitness levels.
- Provide motivational guidance and coaching during classes.
- Ensure the safety and well-being of participants by adhering to proper exercise techniques and equipment usage.

Server at The Marina Restaurant, Brattleboro, VT

July 2021 — August 2024

- Successfully attended to a section of 6-10 tables.
- Provided guests with attentive and friendly service.
- Managed payment transactions efficiently.

Host at The Marina Restaurant, Brattleboro, VT

June 2016 — August 2023

- Welcomed and assisted customers to their tables.
- Addressed inquiries and phone calls.
- Coordinated reservations and takeout orders.