



# rachel rizzetto

content producer

## education

James Madison University  
BFA in Graphic Design, Media Arts

## capabilities

### PROGRAMS

Adobe Creative Suite  
Third Party Job Boards/Social Media:  
Instagram, Facebook, Twitter, LinkedIn,  
YouTube, Sprout Social, Employee  
Advocacy, Glassdoor, Indeed, Comparably  
Microsoft Word/Powerpoint/Excel  
Google Suite/Microsoft Suite

### SKILLS

Employer Branding  
Recruitment Marketing  
Content Creation/Strategy  
Corporate Communications  
Recruitment Marketing Campaigns  
(Organic and Paid)  
Social Media and Third Party Strategies  
Employee Advocacy  
Internal Ambassador Programs  
Project Management  
Graphic Design  
Brand Identity/Brand Systems

## honors

Appian Impact Award 2023  
Appian Spirit Corporate Badge 2022  
Madison Writing Awards Nominee 2019

## contact

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## experience

### APPIAN CORPORATION

#### Senior Creative Producer, Global Employer Brand and Recruitment Marketing Sep 2022–Present

- Organize, develop, manage, and drive our Global Employer Brand and Recruitment Marketing content strategy.
- Manage all employer brand channels (social media, career website, third party job boards).
- Track and report on all Employer Brand and Recruitment Marketing content.
- Communicate regularly with Human Resources and Head of Talent Acquisition to understand company's hiring needs and organizational goals to translate to Recruitment Marketing material.
- Partner with Events Coordinators, Photographers, and Business Units to effectively launch employer brand content that drives brand awareness and top of funnel applicants.
- Create full content libraries for employees to share branded content with the world (Most recent Recruitment Marketing Video Series Campaign supported our campus recruiting efforts).
- Handle marketing strategy for company awards and recognitions as well as recruiting events.
- Strategically disperse recruitment marketing content on internal and external channels.
- Create recruitment marketing content campaigns including blogs, employee spotlights, and photography/videography that receive high engagement across social channels.
- Fully developed, designed and created our new internal ambassador program, AppianActivate.

### APPIAN CORPORATION

#### Employer Brand Content Producer, Aug 2020–Sept 2022

- Designed, developed, and created content that supported the Global Employer Brand Content strategy.
- Track and report on all social and career site performance and create thoughtful content to align with business strategy.
- Maintain social media design and content calendar as well as our career site presence from an employer brand perspective.
- Partner with Appian Corporate Brand's Marketing team of designers and mentors to produce storytelling content and assist with design expertise.

### FINGERPAINT PHARMA MARKETING INC.

#### Communications/Brand Design Intern, Summer 2019

- Rebranded The Siegel Rare Neuroimmune Association.
- Explored content creation, brand design, and marketing.
- Educated on healthcare marketing.

### JMU COMMUNICATIONS AND MARKETING

#### Brand Designer, Aug 2019–May 2020

- Assisted in branded content creation for the university
- Collaborated with professional clients & marketing team.
- Chosen as the the designer of the cover of the Fall 2020 issue. Explored digital content, social media strategy, etc.