

Rachel Ostdiek



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EDUCATION

UNIVERSITY OF NEBRASKA AT KEARNEY

Bachelor of Science, Expected May 2026

Advertising and Public Relations

Minors: Digital Marketing and Multimedia

Cumulative GPA: 3.975

- Honors Program, Fall 2022 - Present
- Dean's List, 6 semesters

LEADERSHIP & INVOLVEMENT

MEMBERSHIP VICE PRESIDENT

Gamma Phi Beta Sorority, Jan. 2025 - Present

- Plan, coordinate, and execute recruitment events to attract and engage potential new members
- Collaborate with executive team to develop and implement growth strategies for the chapter
- Prepare current members for recruiting

SOCIAL MEDIA CHAIRWOMAN

Gamma Phi Beta Sorority, Jan. 2025 - Present

- Create unique and engaging content for the chapter's social media platforms (Instagram, TikTok, Facebook)
- Direct and capture content to document chapter events and enhance recruitment efforts

CO-PRESIDENT

Advertising and Public Relations Club, Nov. 2024 - Present

- Lead biweekly meetings to promote networking with Ad/PR professionals

PRESIDENT

SIMM (Students In Mass Media) Honor Society

Nov. 2024 - Present

- Host hands-on monthly meetings to strengthen mass communication skills.

Chancellor's Ambassador, 2024 - 2025

Order of Omega Honor Society, May 2024 - Present

WORK EXPERIENCE

CREATIVE MEDIA INTERN

University of Nebraska at Kearney, August 2025 - Present

- Design promotional print and digital graphics using Adobe Suite, ensuring alignment with UNK's mission and campaign goals
- Collaborate with the marketing team to brainstorm, develop, and refine creative concepts for campaigns and events
- Direct and edit social media content, including posts, reels and stories, to engage the student body and highlight event coverage

MARKETING INTERN

Nebraska State Fair, May - September 2025

- Created, posted and managed social media content, including live updates and Instagram/Facebook reels throughout the 11-day State Fair
- Designed print and digital marketing materials, including posters, banners, stickers and graphics to promote the event
- Assisted in drafting and distributing press releases, supporting media outreach and public relations efforts
- Captured photos and videos on-site during the Fair

MANAGING EDITOR

The Antelope Newspaper, August 2023 - Present

- Successfully manage a team of 15 journalists, four graphic designers, and five photographers
- Design photo spreads, covers and news pages for a 12-20 page weekly newspaper using Adobe InDesign
- Maintain a streamlined print production workflow

MARKETING INTERN

Tally Creative Advertising Agency, May - August 2023

- Managed the social media accounts for a local ice cream shop, creating a content calendar spanning three months
- Gained proficiency in Adobe Creative Cloud and WordPress
- Elevated Instagram post interaction from 62 average monthly interactions to 370 average interactions (479% increase)
- Created digital vision boards, logos and branding kits