

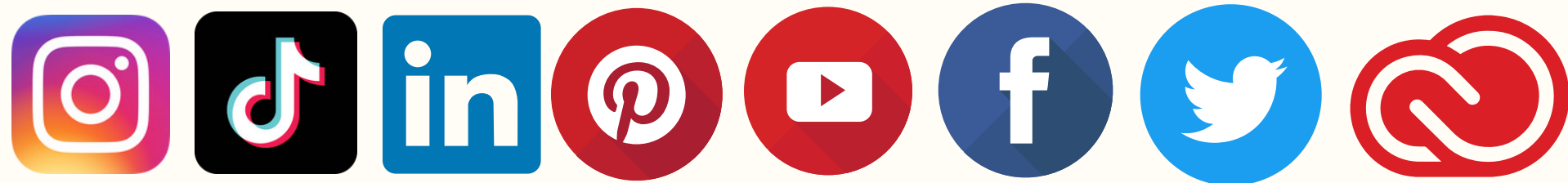
Riley Phillips

Social Media Content Designer

I am a Social Media Content Designer and Photographer with over 5 years of experience in social media and digital marketing, account management, copywriting, graphic design, and photography for professional institutions, local brands, and personal art development.



PROFICIENT IN



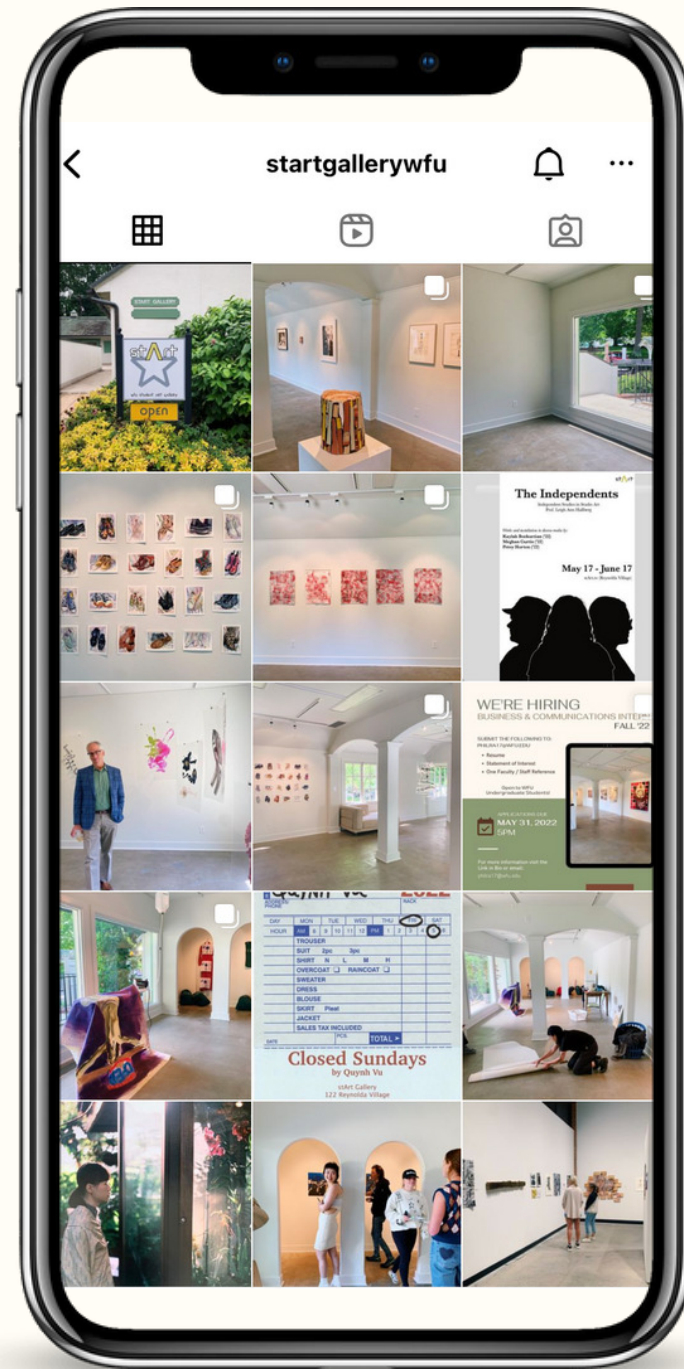
NICE TO MEET YOU, I'M RILEY!

rphi2017@gmail.com
[linkedin.com/in/rileyphillips1211/](https://www.linkedin.com/in/rileyphillips1211/)
rileyphillipsart.com

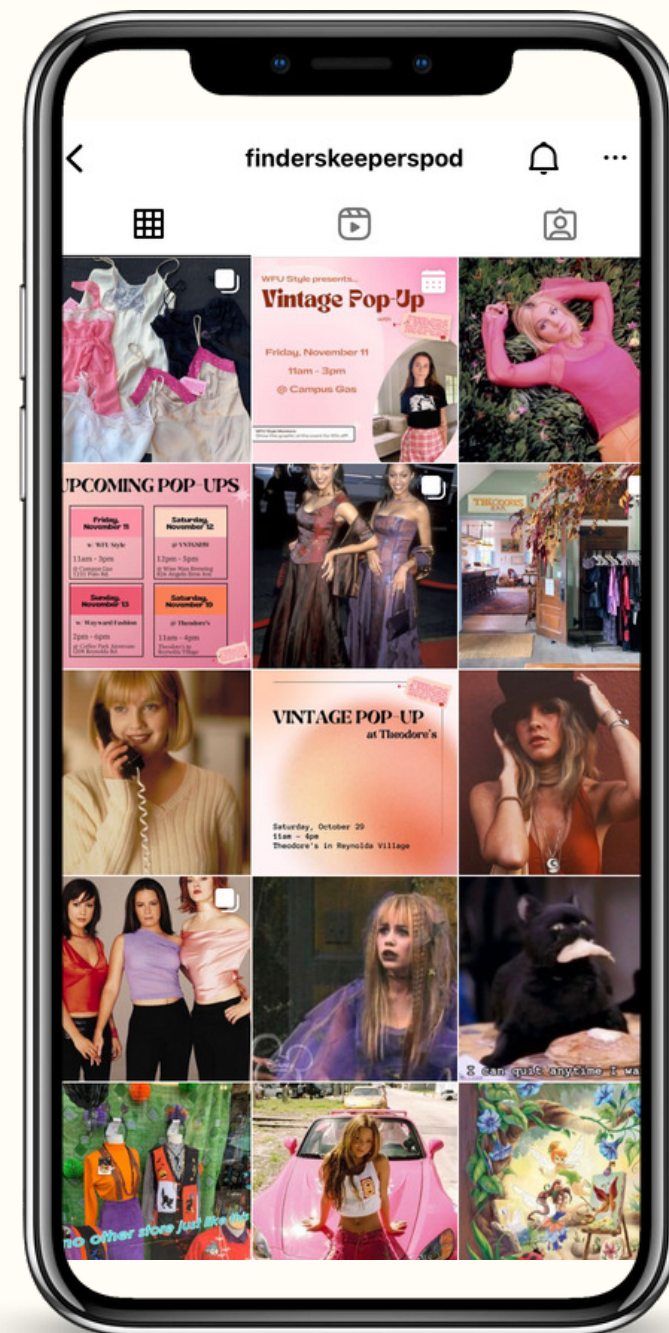
Accounts Managed

Hyperlinked to Images

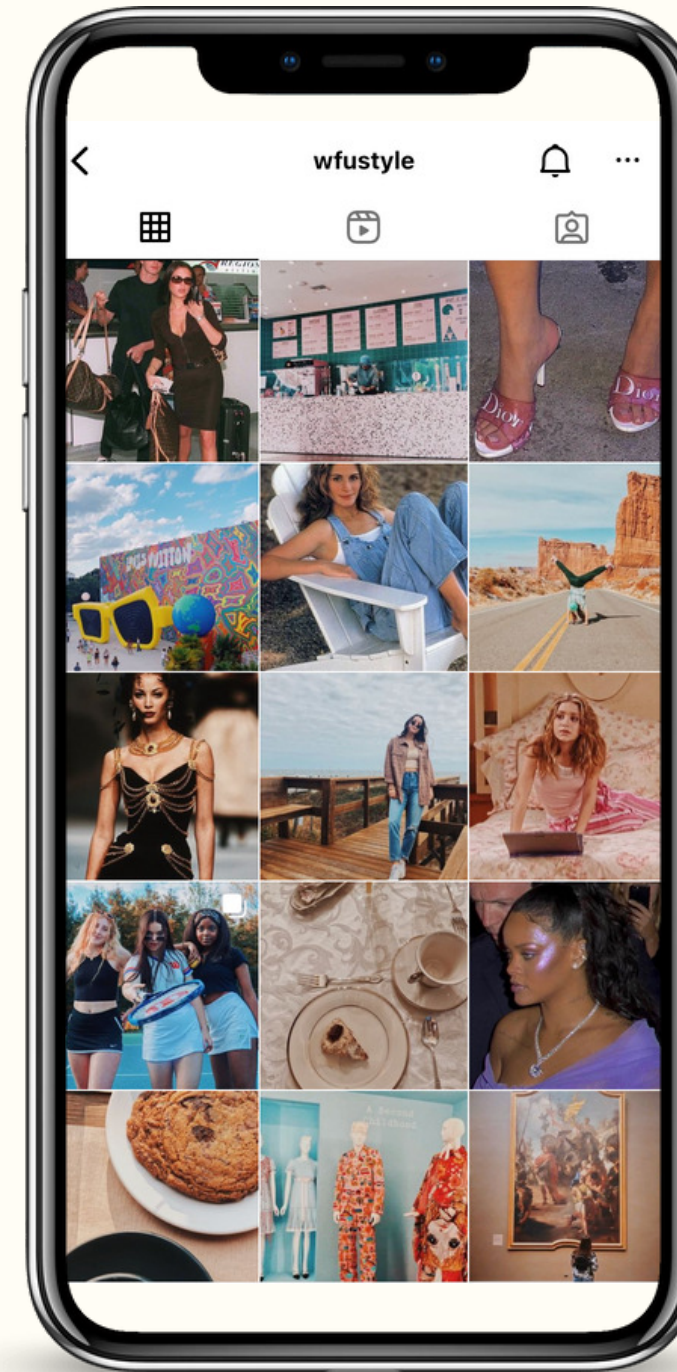
1k Followers



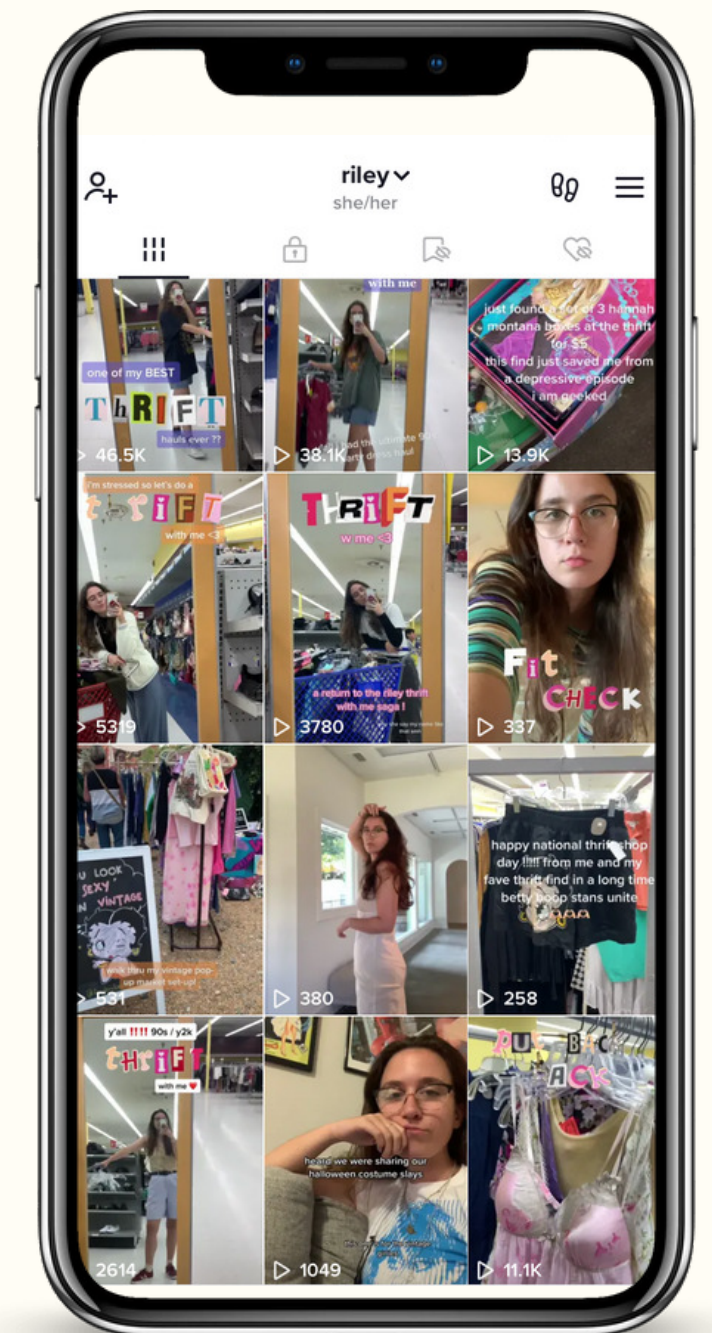
850 Followers



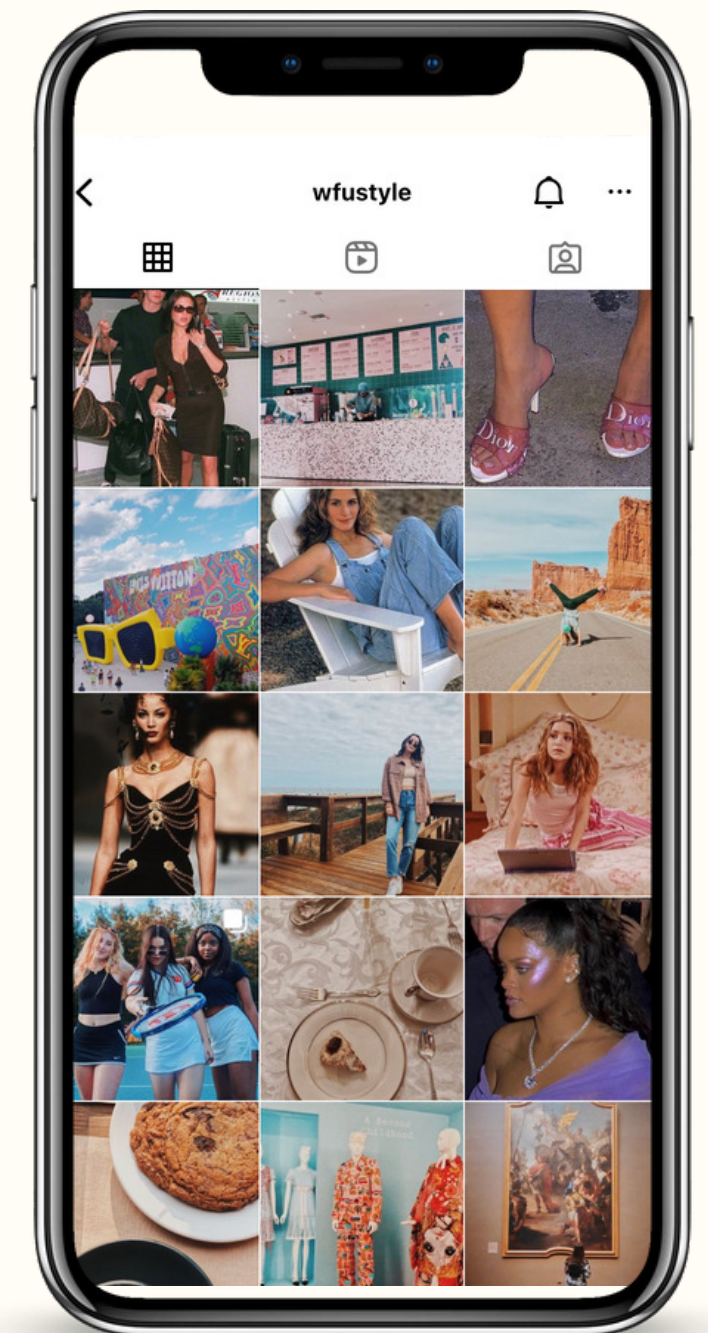
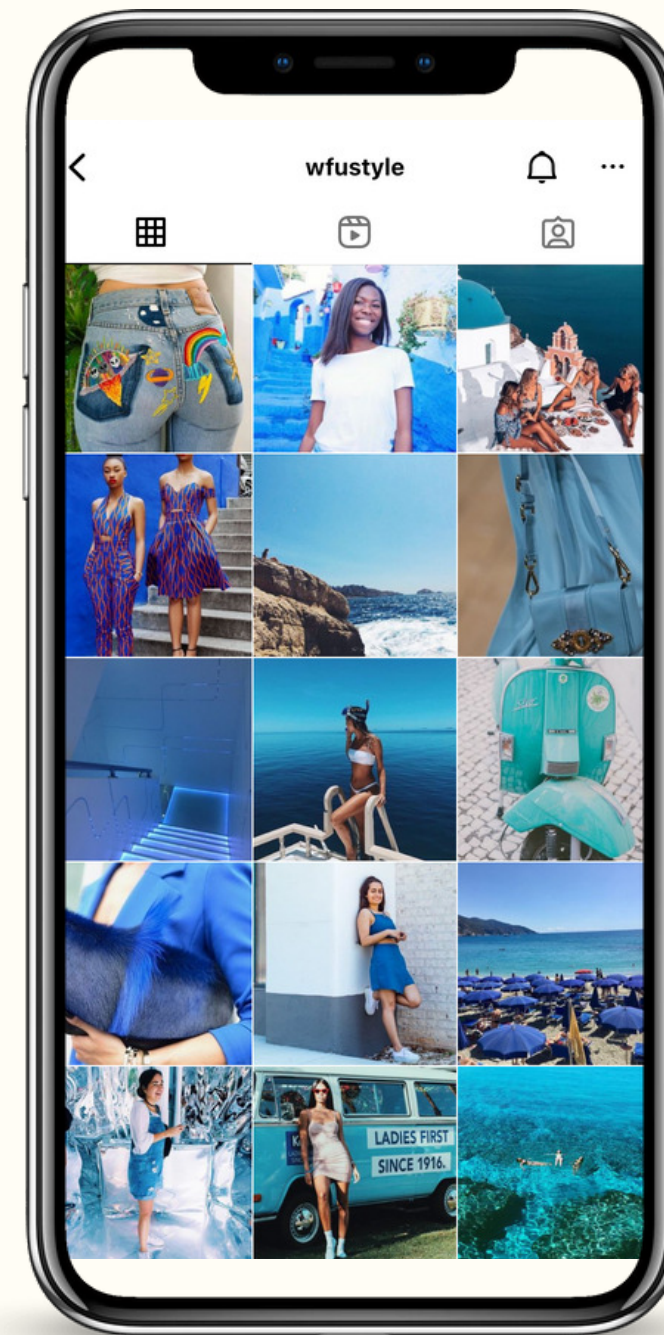
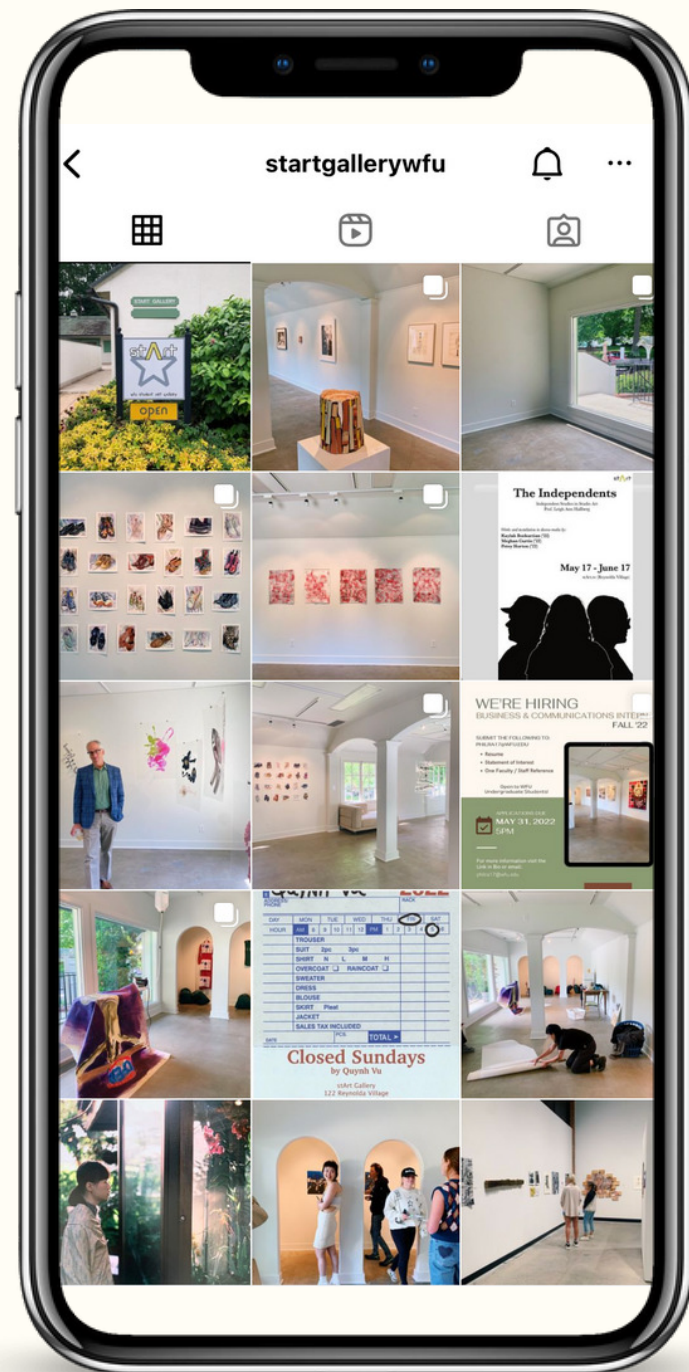
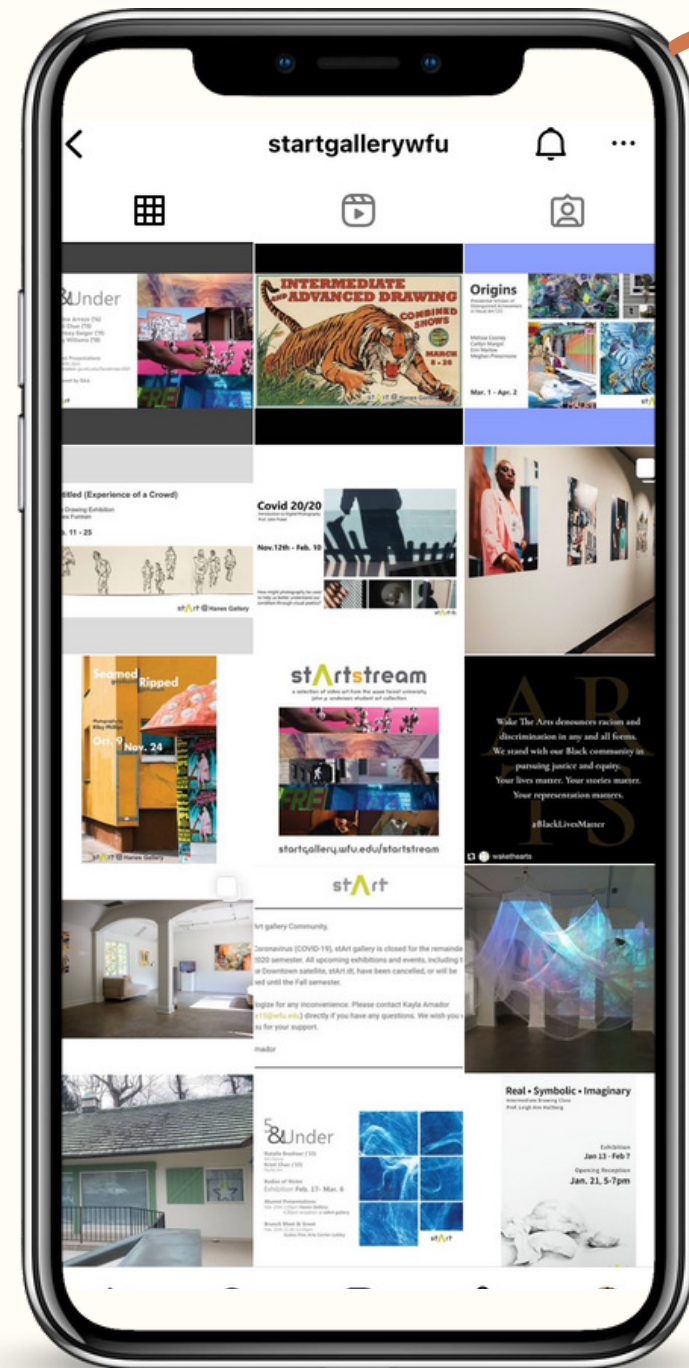
2.2k Followers



1.5k Followers



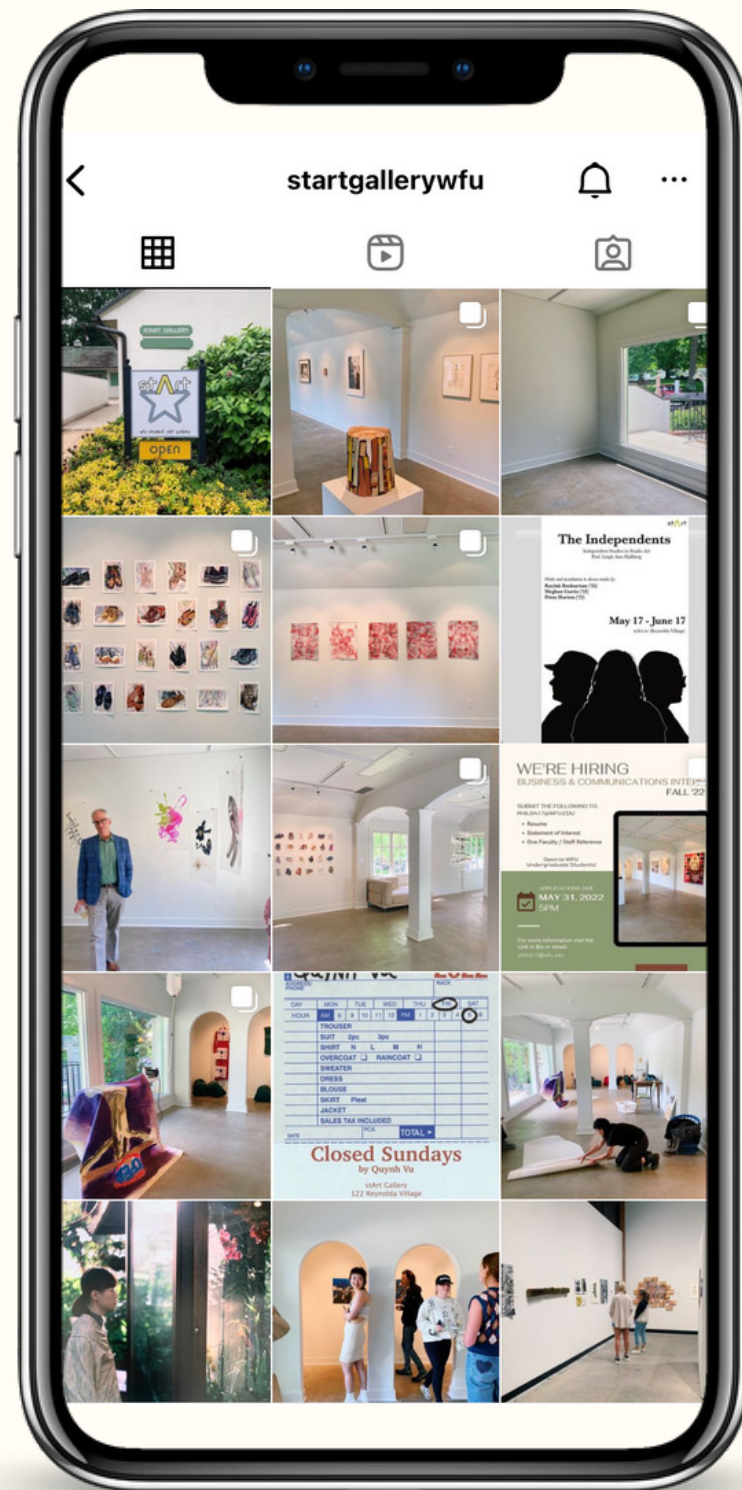
Feed Re-Design



stArt Gallery

Art Gallery

@startgallerywfu



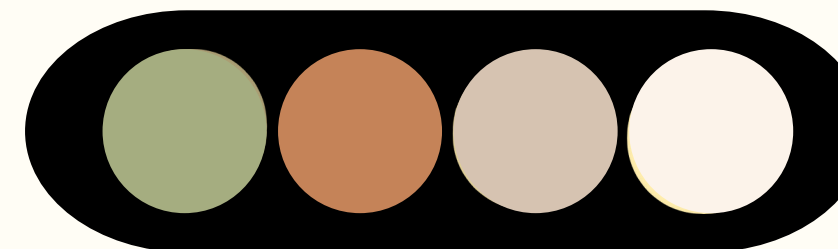
- ✦ Media Management
- ✦ ADA Guidelines & Compliance
- ✦ Tone of Voice
- ✦ Community Engagement
- ✦ Copywriting & Email Marketing
- ✦ Content Calendar Planning
- ✦ Photo & Video Content Creation

stArt Gallery

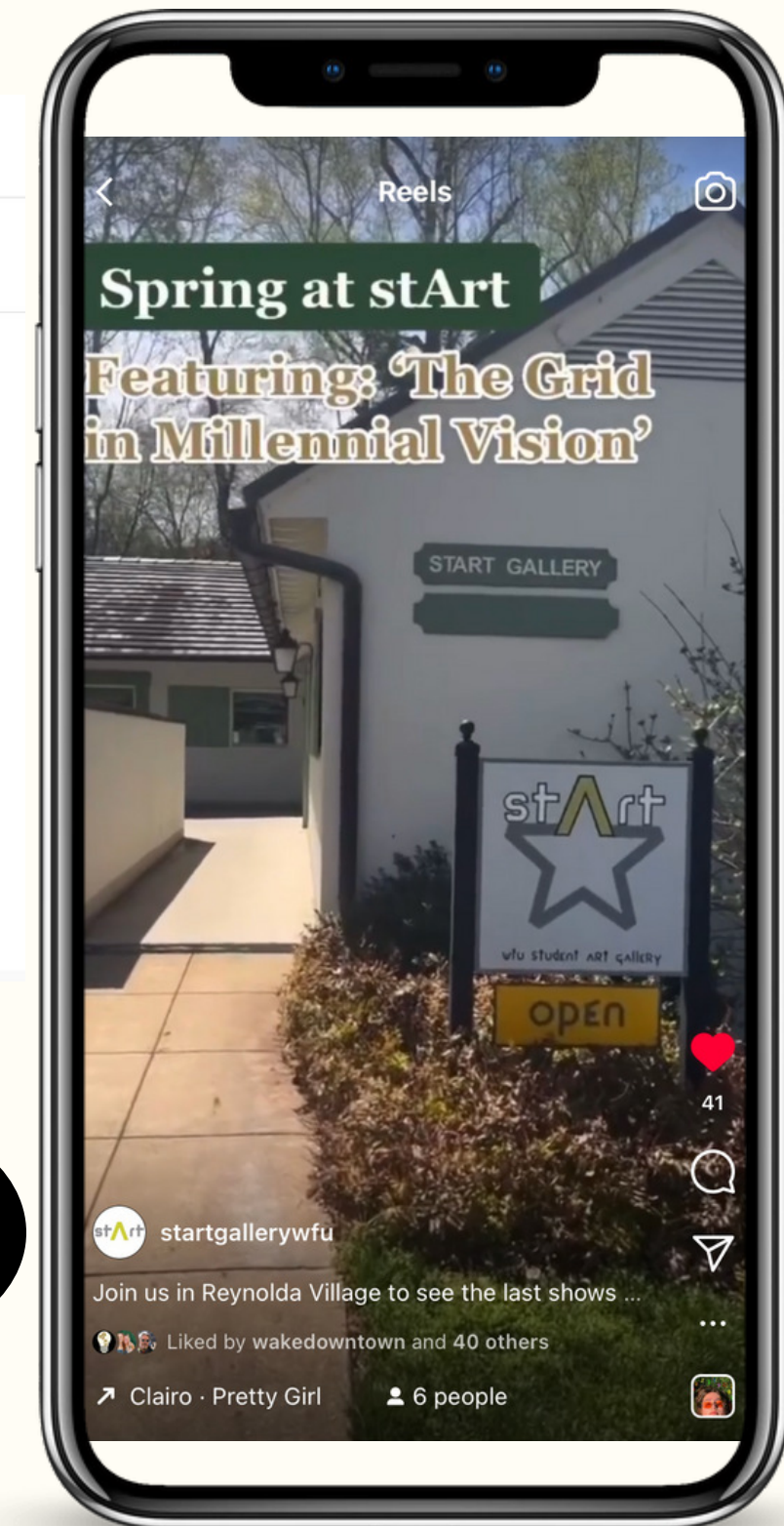
I created a brand strategy based on the stArt Gallery's mission of supporting student artists and engaging with the Wake Forest University and Winston-Salem communities. The color story and visual content reflect the geographic location of the gallery in the historic Reynolda Village, while also highlighting the individual artworks on display.

I independently created all photography, videography (Reels), event graphics, and email marketing campaigns for stArt Gallery with 3-5 posts and 1 email campaign per week with accompanying alt text.

I increased engagement by 111% in 90 days and grew the Instagram following by 66% percent in 6 months with organic optimization of the profile.



Color Story



Content Planning

Maintained organized content planning calendar for @startgallerywfu Instagram to optimize the use of limited resources at hand

September 2022						
Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30	Saturday Oct 1	Sunday Oct 2
stArt.rv (Reynolda) Trekking St. Cuthbert's Way						
stArt.dt (Wake Downtown) Photography by Angel Amador (*24)						
Feed Post: "Trekking" is officially open! Come visit @stArt Gallery. Recep tomorrow!	Feed Post: Recep today!	Feed Post: Recep Recap		Feed post: Angel / recep on Thurs	Consignment Site Saturday	
	*poster					
Trekking opens!	TREKKING RECEP				Feature Angel Amador	

October 2022						
Monday 3	Tuesday 4	Wednesday 5	Thursday 6	Friday 7	Saturday 8	Sunday 9
stArt.rv (Reynolda) Trekking St. Cuthbert's Way						
stArt.dt (Wake Downtown) Photography by Angel Amador (*24)						
Feed Post: Angel Recep this week!		Feed Post: Wake Downtown		Feed post: Recep Recap / last weekend to see Angel show		
*poster			STORIES: Recep today			

October 2022						
Monday 10	Tuesday 11	Wednesday 12	Thursday 13	Friday 14	Saturday 15	Sunday 16
stArt.rv (Reynolda) Trekking St. Cuthbert's Way						
<i>(Painting show install week)</i>						
Feed post: last week to see Trekking		Feed post: Painting Install	*or GK Feature		Feed post: SAVE THE DATE FOR ALUM Oct 25/26	
				Stories post for Trekking		
See the show before Fall Break / closes on Fri				*Trekking closes	Brittany graphic	

October 2022						
Monday 17	Tuesday 18	Wednesday 19	Thursday 20	Friday 21	Saturday 22	Sunday 23
stArt.dt (Wake Downtown) Int / Adv Painting Class						
Feed post: painting opens! Reception on Wednesday		Feed post: Reception today	Feed post: Reception recap	Feed post: emma install		
				Join us next week for Brittany alum visits and opening of Emma's show!		
poster		stories re: reception				

Wed Oct 5

TOMORROW is the "Medium of Memory" reception at @wakedowntown from 5-7 PM! See you there for art conversation, food and drink, and learning more about @angelamaart's art-making process!

#wakethearts

#2

#1

#3

Copywriting



startgallerywfu Wrapping up the install for our newest stArt.dt exhibition! Check out the cyanotype photographs in "Medium of Memory" now on view at [@wakedowntown](#). The photographs by [@angelama_art](#) ('24) were taken on the Nintendo 3DS!

"Medium of Memory" is on view at Wake Downtown through October 10.

[#wakethearts](#)

12w



jenniferfinkel Can't wait!

12w Reply



seanjart So cool!! 💙💙💙

12w 2 likes Reply



Wake The Arts

October 24 · 🌐

"People need people, so you might think you have nothing to offer to the situation, but one day you will." Brittany Forniotis ('15) sat down with [Start Gallery's](#) Riley Phillips ('21) to share her story on DeacLink. She'll speak at [Charlotte and Philip Hanes Art Gallery](#) this Tuesday at 5pm.

<http://ow.ly/z7y850Ljyj1>

A former WFU Fellow and stArt Gallery manager, Brittany Forniotis returns to campus as stArt gallery's featured fall alum! Join in for events this Tuesday and Wednesday.

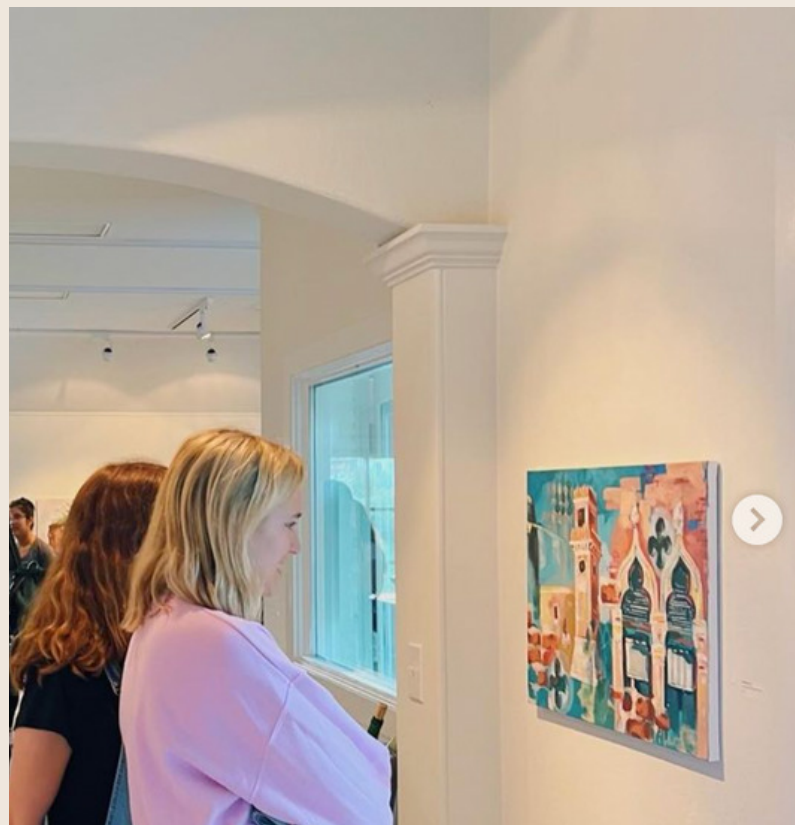
★ Tuesday, October 25 ★

Art Talk Presentation with Brittany @ 5pm in Charlotte and Philip Hanes Art Gallery

★ Wednesday, October 26 ★

Meet & Greet "Office Hours" with Brittany @ 11:30am - 1pm in Scales Lower Lobby (a casual hang!)

[#WaketheArts](#)



startgallerywfu It's been a great week for stArt! Thanks so much to [@bforniotis](#) for visiting us and hosting such an engaging art talk, and congratulations to [@emmaegmartin](#) on the opening of her exhibition!

If you missed the reception, you can still visit the stArt Gallery in Reynolda Village to see the "Movimento Stoico" exhibition, through Nov 11. You don't want to miss this work!

[#wakethearts](#)

6w



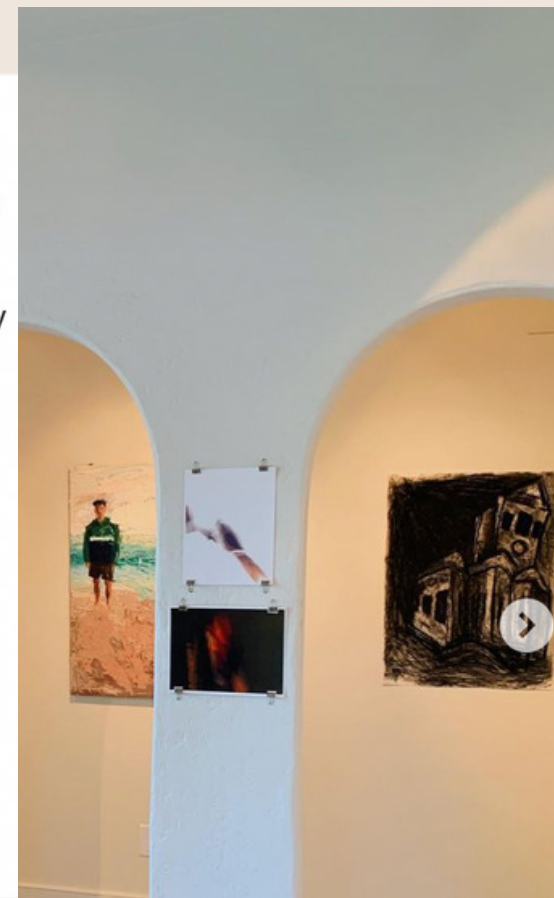
elaine.swift Congrats, [@emmaegmartin](#) !! 🎉🎉

6w Reply



carlyrwarren 🍷 [@emmaegmartin](#)

6w 1 like Reply



startgallerywfu It's the last day to see "Let it Show!"

Don't miss your chance to see the 60+ incredible artworks on display, created by 40 different [@wfuniversity](#) student artists!

stArt Gallery closes at 5pm today, and then we'll reopen in the new year with a new exhibition.

[#wakethearts](#)

5d

Graphic Design

Trekking St. Cuthbert's Way

Digital Presentations and Photographs by REL290 Students and Professors



Exhibition
Sept 26 - Oct 15

Reception
Tuesday, Sept 27 @ 4 - 6pm



New Works

in the John P. Anderson Student Art Collection

ten works in diverse media by ten artists

Exhibition
August 22 - September 16



Fall '22

stArt Gallery Exhibition Schedule

August

22 NEW WORKS
IN THE JOHN P. ANDERSON STUDENT ART COLLECTION
August 22 - Sept 16 @ stArt Gallery

September

5 PHOTOGRAPHY EXHIBITION
SOLO SHOW BY ANGEL AMADOR ('24)
Sept 5 - Oct 10 @ stArt.dt

26 TREKKING ST. CUTHBERT'S WAY
DIGITAL PRESENTATIONS & PHOTOS BY REL290 STUDENTS
Sept 26 - Oct 15 @ stArt Gallery

October

17 PAINTING EXHIBITION
CLASS SHOW BY ADV. PAINTING STUDENTS
Oct 17 - Dec 10 @ stArt.dt

24 PAINTING & PHOTO EXHIBITION
SOLO SHOW BY EMMA MARTIN ('23)
Oct 24 - Nov 11 @ stArt Gallery

November

21 LET IT SHOW!
ANNUAL HOLIDAY GROUP EXHIBITION
Nov 21 - Dec 10 @ stArt Gallery



@startgallerywfu

WE'RE HIRING

COMMUNICATIONS & BUSINESS INTERN
SPRING '23

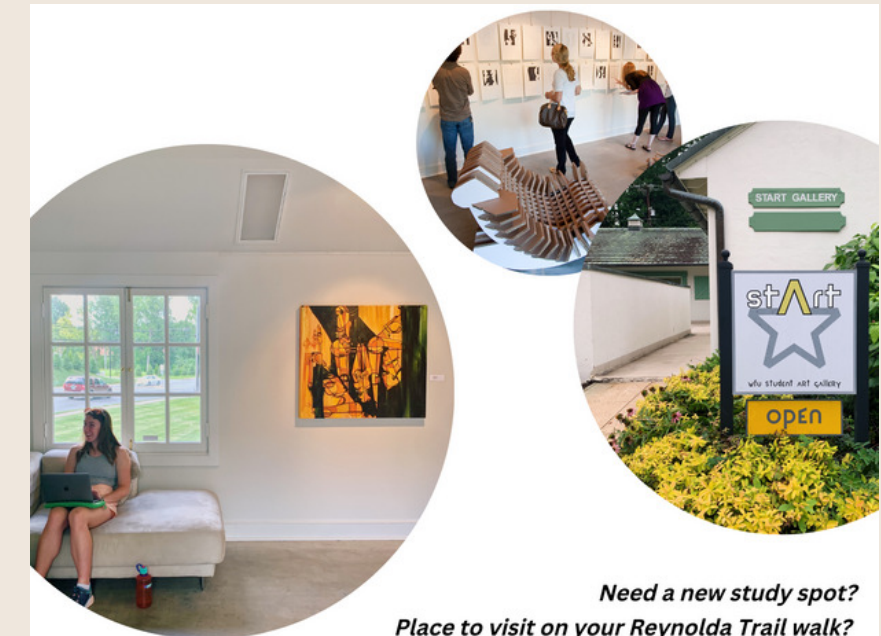


APPLICATIONS DUE
DEC 5, 2022
6PM

Open to WFU Undergraduate Students!

For more information visit the Link in Bio or
Email: philra17@wfu.edu

APPLICATION LINK IN BIO



Need a new study spot?
Place to visit on your Reynolda Trail walk?
Space to take your mind off school?
Want to see your classmate's artwork?

VISIT THE
stArt gallery

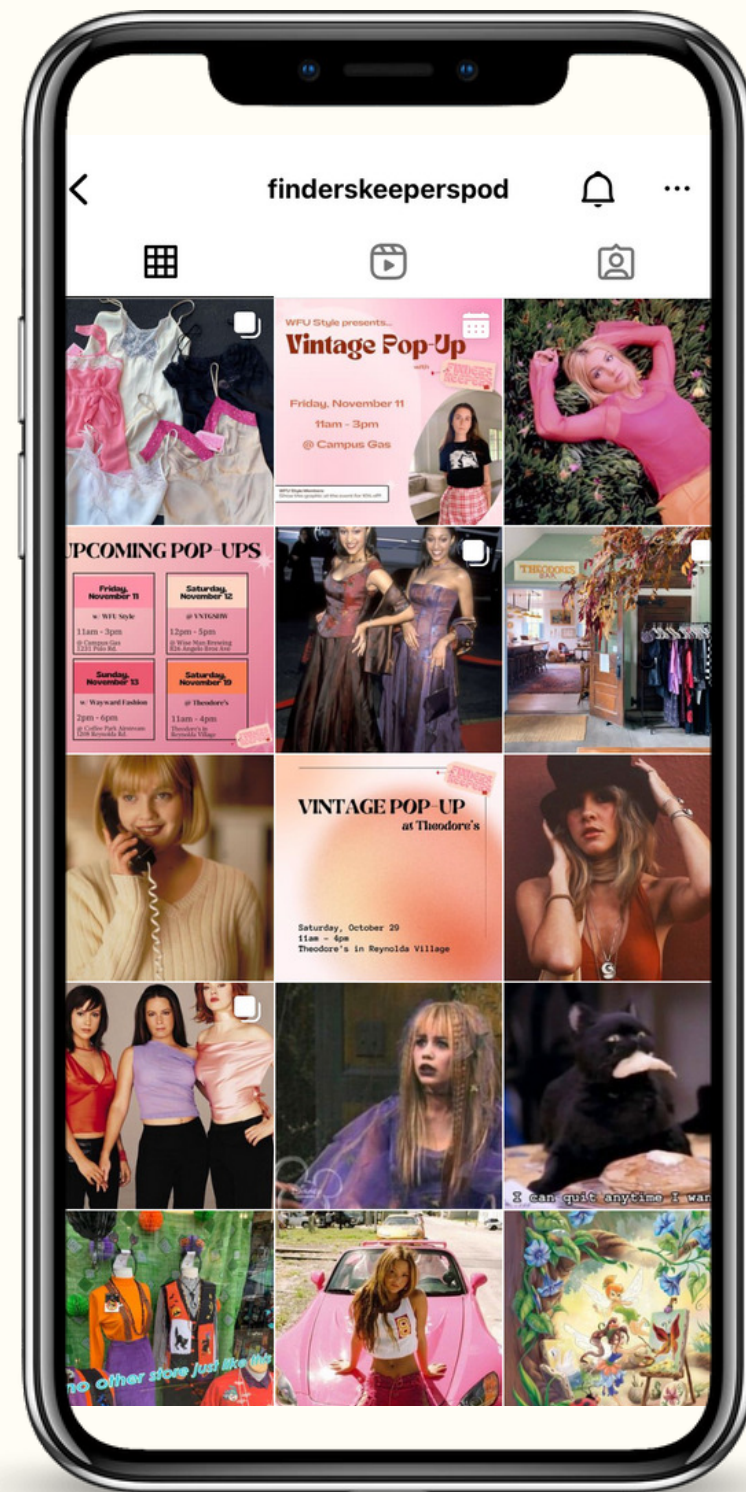
Next to Penny Path Crepes in Reynolda Village
Open weekdays, 10am-5pm
@startgallerywfu



Finders Keepers

Vintage Clothing & Nostalgia Brand

@finderskeeperspod



- ✦ Media Management
- ✦ Creative Direction
- ✦ Tone of Voice for Gen Z Audience
- ✦ Knowledge of Meme Culture
- ✦ Community Engagement
- ✦ Trend Prediction
- ✦ Photo & Video Content Creation

Finders Keepers

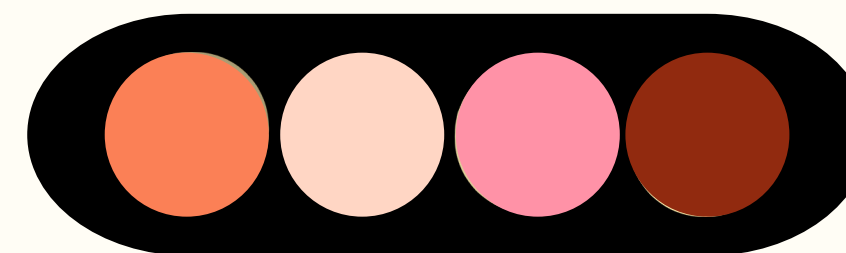
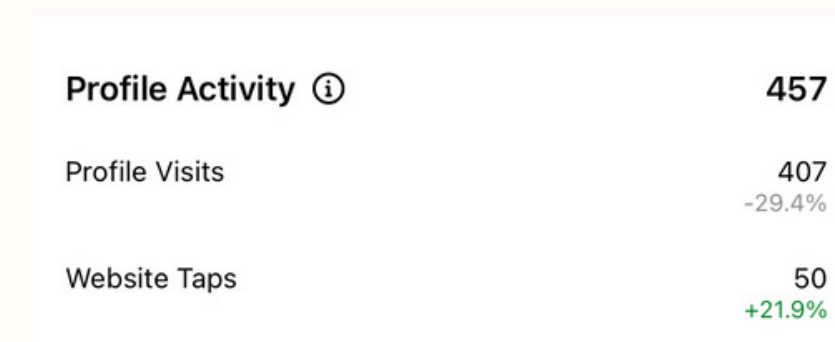
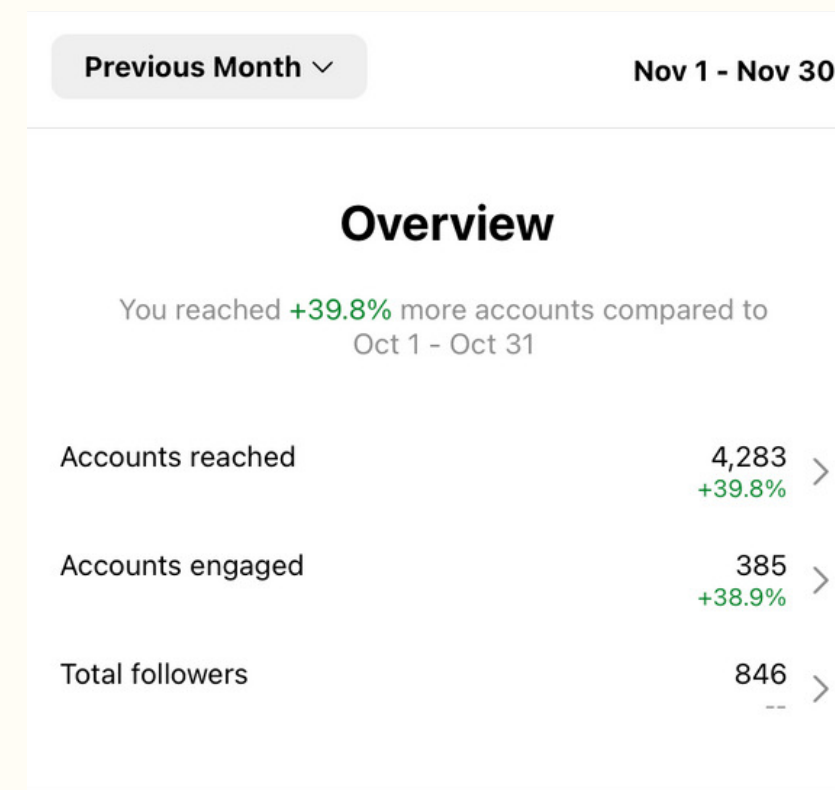
I created a brand strategy based on the brand identity of 90s and y2k nostalgia that promotes the business's vintage clothing products and local events. I created and curated photography, video (Reels & TikToks), and event graphics with 4-6 posts per week.

Through intentional video content creation on Reels, I increased the amount of new accounts reached by 39.8% in 30 days.

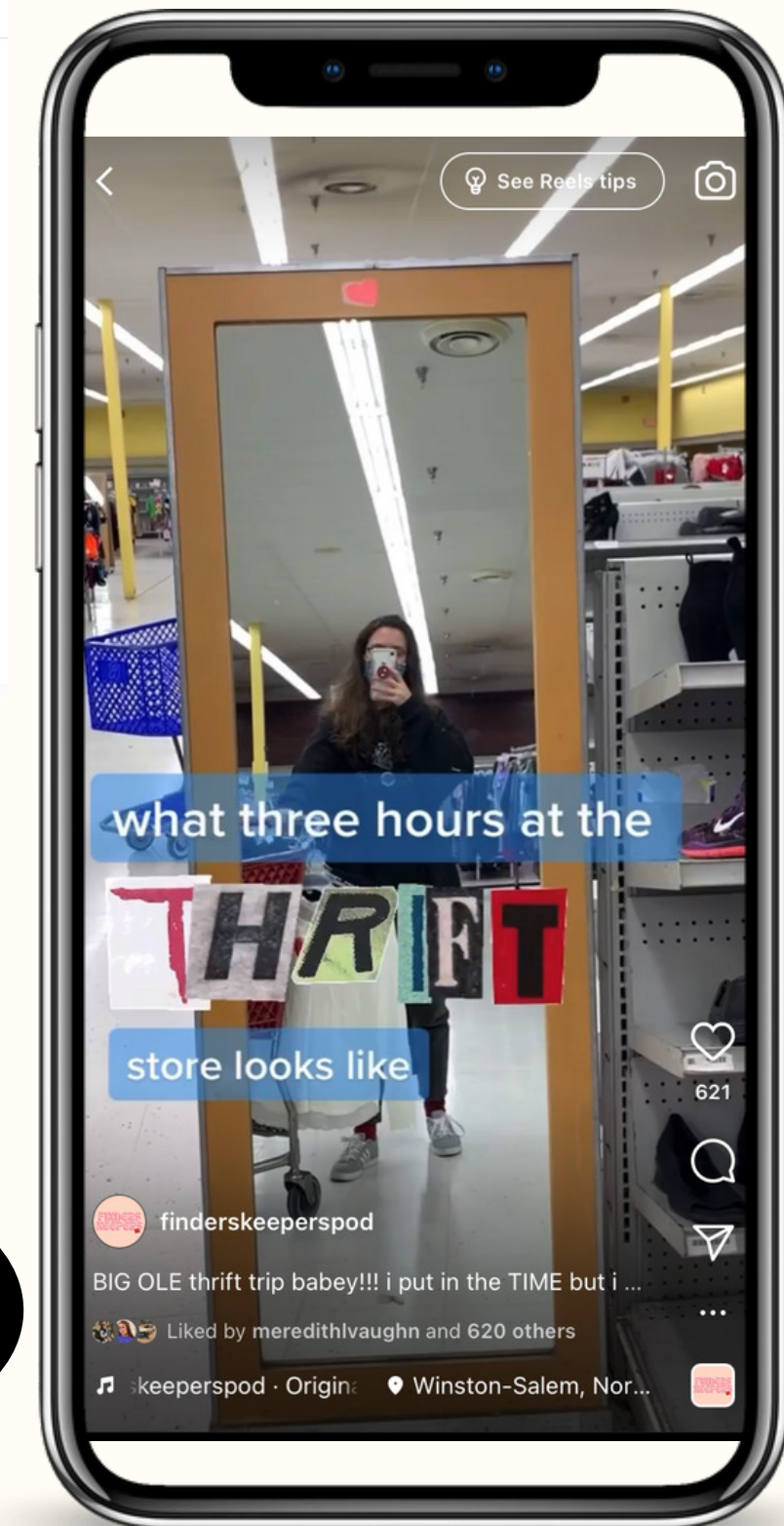
I grew the Instagram following by 70% percent in 3 months as a result of local networking and proactive engagement with profiles following similar accounts.

I increased engagement with the business website by 21.9% in 30 days by directing captions and story details to the link in the account bio.

@finderskeeperspod



Color Story





Holiday Gift Guide



slip dresses




unique bags



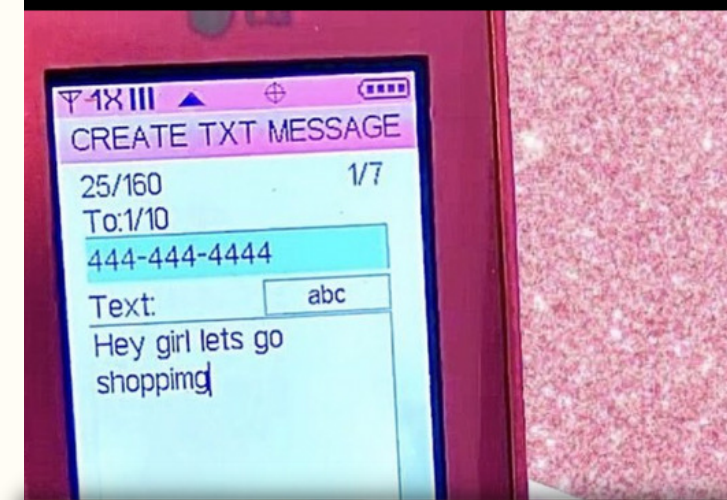
vintage tees

... and more ideas in the caption!



VINTAGE POP-UP at Theodore's

Saturday, October 29
11am - 4pm
Theodore's in Reynolda Village

finderskeeperspod

finderskeeperspod me asking my mom to take me black friday thrifting

2w



finderskeeperspod me calling the girlies up to say how EXCITED I AM for my pop up @theodoresnc TMRW !! 11am - 4pm !!

ALSO FOR HALLOWEEN LMAO

bringing my best goods just for y'all!

6w

UPCOMING EVENTS



Saturday, Dec 3

Sayso & Friends Winter Market

9am - 2pm

@ Sayso Coffee
400 S. Green St.

Sunday, Dec 4

Theodore's Vendor Market

10am - 4pm

@ Theodore's
Reynolda Village

WFU Style presents...

Vintage Pop-Up

with 

Friday, November 11

11am - 3pm

@ Campus Gas

WFU Style Members:
Show this graphic at the event for 10% off!




finderskeeperspod happy monday! we are on the grind obv, but the grind is easier when u have fun stickers on your laptop. especially finders keepers stickers 🙄🙄🙄 WHO WANTS ONE

22w

ambacebador 🙄🙄🙄

22w Reply ...

meredithlvaughn New stickers bby!!!

22w Reply

revivaljunkies Oh we need some!!

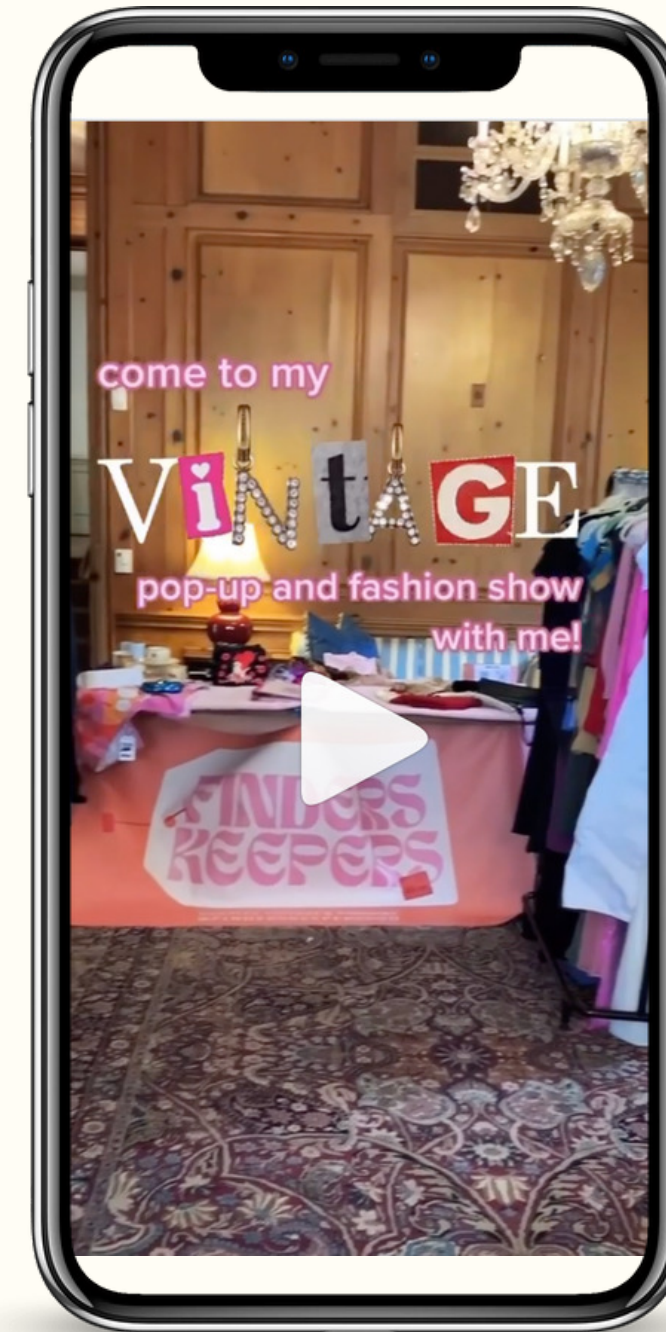
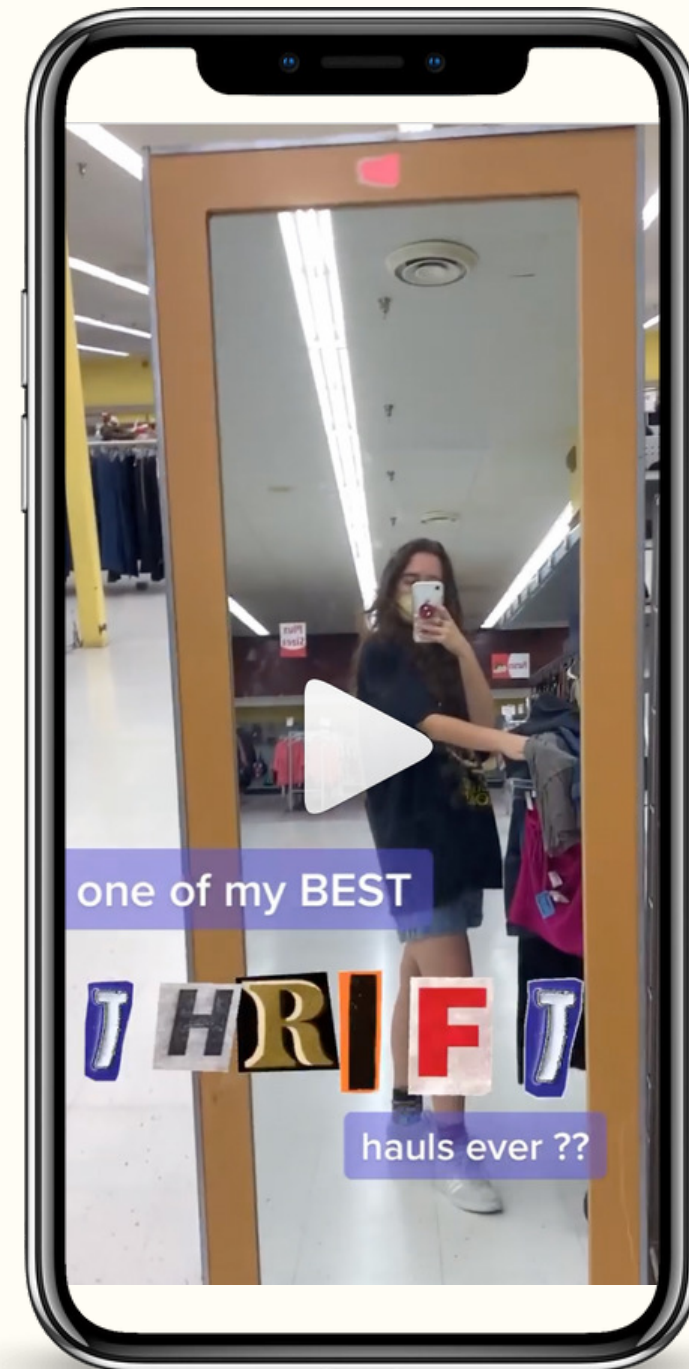
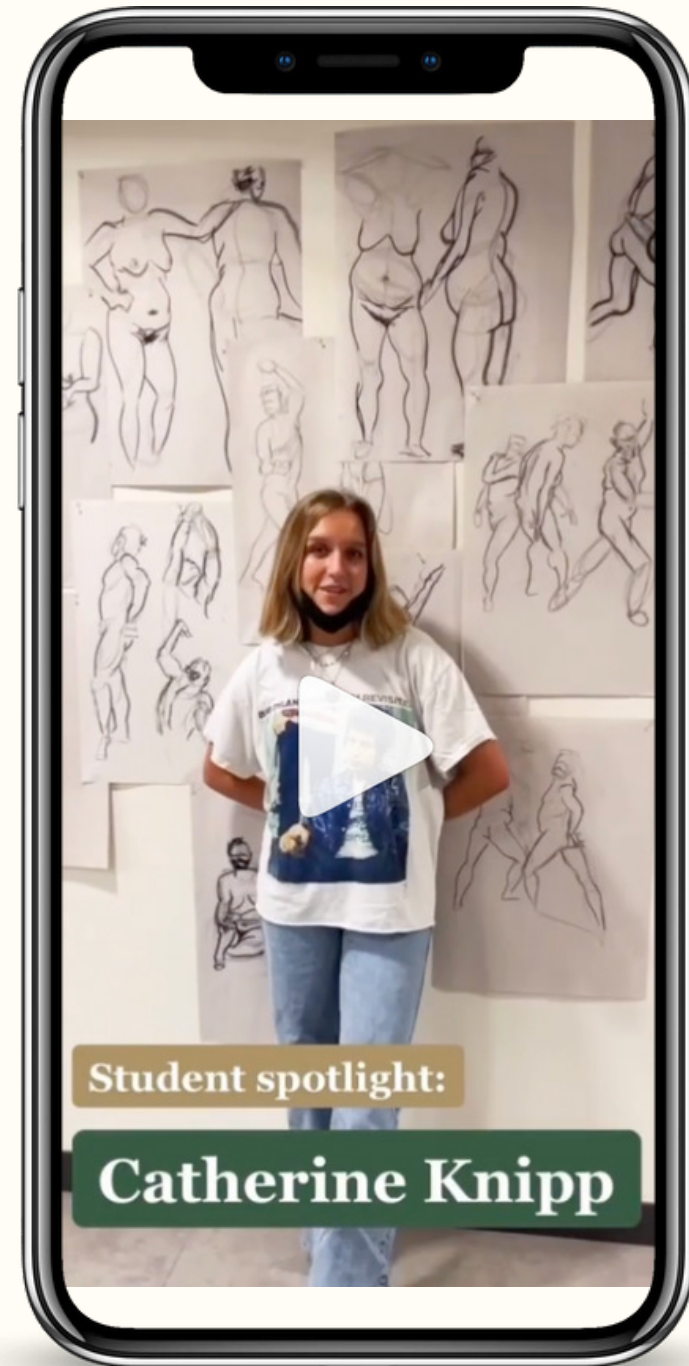
22w Reply

nngbrn hot girls have finders keepers stickers on everything

22w Reply

Reels & TikToks

Hyperlinked to Images



Brand Photography



Event Photography



Street Photography

