

Rylee Efaw

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EDUCATION

West Virginia University – Morgantown, WV May 2026
John Chambers College of Business and Economics GPA: 4.0
Bachelor of Science in Business Administration
Major: **Marketing with an emphasis in Digital Marketing Promotions**
Minor(s): **Strategic Social Media and Advertising**

EXPERIENCE

Social Media Marketing Intern May 2025 - Present

Clear Mountain Bank | Morgantown, WV

- Manage content calendars, graphics, and captions for social platforms to support brand engagement
- Assist with SEO, blog writing, and email marketing to drive traffic and interaction

Marketing Intern May 2025 - Present

Kingdom EMC Church | Morgantown, WV

- Design graphics and video content for social media and podcasts using Adobe Creative Suite
- Plan weekly content and collaborate with the media team to support digital outreach

Digital Marketing Trainee May 2025 – Present

The Global Career Accelerator | Remote

- Launched Shopify site and developed SEO-optimized content and paid campaigns
- Executed global TikTok influencer campaign and analyzed performance metrics across platforms

Vice President and Social Media Coordinator August 2024 – September 2025

Girls With Glory | Morgantown, WV

- Manages social media accounts and routinely creates and posts engaging content, and monitors comments
- Collaborates with the president to organize new and exciting group events

ACTIVITIES AND SKILLS

- Developed a marketing strategy and global TikTok influencer campaign for the Charity Water Project, including paid/organic content and influencer sourcing
- Skills: Digital Marketing, E-commerce, Social Media Campaigns, Branding, SEO, A/B Testing

INTERESTS

- **Avid traveler** – explored numerous states such as Hawaii, Washington D.C., and California.
- **Art enthusiast** – freelances in selling paintings, painted posters, and Bibles