

Riley-Kate Pappas, M.S.

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EDUCATION

American University, Kogod School of Business

Master of Science in Marketing

Washington, D.C.

May 2025

American University, School of Communication

Washington, D.C.

Bachelor of Arts in Public Relations and Strategic Communications, Minor: Marketing

May 2024

NOTABLE PROJECTS

Santander Bank

Washington, D.C.

American University, Applied Client Project

January 2025 - June 2025

- Collaborate on a strategic marketing plan to activate Santander's Formula 1 and Williams Racing sponsorships, targeting U.S. audiences through digital, experiential, and social channels
- Design fan-centric activations and premium experiences using F1 IP assets to enhance brand visibility and align with Santander's financial empowerment messaging
- Propose an integrated \$500K campaign with defined KPIs, focusing on nationwide reach, affluent consumer engagement, and measurable brand impact

Smithsonian National Museum of Natural History

Washington, D.C.

American University, Market Analysis Project

August 2024 - December 2024

- Conducted quantitative and qualitative research using Qualtrics surveys and in-depth interviews to identify barriers and opportunities for engaging undergraduate students at public universities in the D.C. metro area
 - Developed data-driven strategies and actionable recommendations to stakeholders, proposing social media campaigns, on-campus experiences, and after-hours museum events to improve accessibility, awareness, and program relevance
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EXPERIENCE

Pioneer Baseball League

Windsor, CO

Social Media and Marketing Intern

February 2025 - Present

- Grew followers by 42% with more than 500k monthly views
- Co-lead a six-figure sponsorship deal to secure 15 million impressions across physical and digital activations
- Utilize Greenfly to communicate and coordinate with 30+ athletes to create sponsored content and fulfill contract agreements
- Create and schedule engaging, informative, and inspiring social media content
- Monitor social trends and research sports marketing best practices to contribute creative growth ideas
- Coordinate special projects, including player features, highlight reels, website articles, and themed campaigns

The Valley Breeze

Lincoln, Rhode Island

Marketing Intern

May 2024 - August 2024

- Developed and executed multi-channel marketing campaigns that consisted of social media promotions, email marketing, and digital/print assets that drove engagement and more than 800 newsletter subscriptions
- Designed branded visual assets for the Facebook and Instagram pages, special editions, retargeting ads, direct mailers, and newsstand signage, resulting in increased brand visibility

The Brand Guild

Washington, D.C.

Events Intern

January 2024 - May 2024

- Supported event planning for 20+ clients nationwide (Amazon, Montana Festival, EventsDC, Sustainable Ocean Alliance, The Yards), developing community-building activations to enhance engagement and brand awareness
- Researched venues and sourced local vendors, assessing capacity, amenities, and costs to align with client needs
- Designed visual mood boards for brand activations and event decor, ensuring cohesive and impactful experiences

REQ

Washington, D.C.

Public Relations Intern

September 2023 - December 2023

- Collaborated cross-functionally to support high-profile clients (Red Hat, Wheeler Resource Recovery, Akima, Advantage Capital, Macro Solutions, ScienceLogic, The Midtown Group, Carahsoft)
 - Conducted content audits and performed in-depth competitor analyses, delivering data-driven insights and strategic recommendations to enhance client positioning and identified industry trends, high-impact media opportunities, speaking engagements, and relevant thought leadership opportunities to elevate client presence
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SKILLS

Computer: Google Suite, Google Analytics 4, Microsoft Office, Canva, and basic Adobe Creative Cloud

Social Tools: MuckRack, Meltwater, Hootsuite, Mailchimp, and Sprout Social