

Rachel Oyervides

oyervidesrachel@gmail.com | 919-949-9809 | <https://www.linkedin.com/rachel-oyervides> | Raleigh, NC

Objective

Communications student at North Carolina State University with hands-on experience in social media strategy, brand messaging, and community engagement through the C3 Program and nonprofit outreach initiatives. Seeking a part-time role or internship in communications, branding, or public relations where I can apply my skills in content creation, audience analysis, and strategic storytelling to strengthen organizational visibility and engagement. Known for strong collaboration, creative problem-solving, and the ability to connect messaging with diverse audiences in both English and Spanish.

Education

Durham Technical Community College

Associate in Arts

Graduation: May 2025

North Carolina State University, Raleigh, NC

Bachelor of Arts in Communications, Minor in Spanish

Expected: May 2027

Relevant Courses: PR writing, PR campaign development, Strategic communication planning, brand messaging, social media content strategy and audience engagement, social media analytics and insights, professional bilingual communication in English and Spanish.

Skills:

Advanced social media marketing with analytics insights, content creation and copywriting for NC State-branded social media messaging, public relations research supporting outreach initiatives, strong interpersonal communication in collaborative environments, Canva for visual storytelling and social media communications, nonprofit foundation internship experience supporting mission driven engagement.

Foreign Languages: Spanish: Fluent

C3 NC State Social Media Internship Experience

August 2025 – Present

Manage and develop content for the C3 Instagram account supporting the C3 transfer pathway program into North Carolina State University. Plan and schedule social media content aligned with NC State brand guidelines, create messaging to engage prospective and current transfer students, and support program awareness initiatives. Conduct audience analysis and monitor engagement metrics to inform content strategy, improve reach, and strengthen community connection. Collaborate with program staff to ensure clear, consistent communication and effective storytelling across social media platforms.

Program Ambassador - C3 Program

August 2025 – Present

- Assist with planning and coordinating events to promote community engagement within the C3 program.
- Collaborate with program leadership to organize activities that support participant involvement and leadership development.
- Serve as a liaison between participants and program staff, helping communicate information and encourage participation.
- Support outreach efforts and contribute ideas to improve program experiences and engagement.

Work Experience

Early Learning Assistant Teacher, Kumon, Durham, NC

October 2024 – April 2025

- Support early learners through individualized instruction while communicating clearly with students, parents, and instructional staff to reinforce academic progress and confidence.
- Maintained organized learning materials, track student progress, and contribute to a structured, supportive educational environment.

Seeds Nonprofit Organization Intern

September 2022- July 2023

- Support community-building initiatives by engaging with local partners, volunteers, and program participants to strengthen relationships and organizational presence.
- Assist with fundraising efforts through event support, donor outreach, and communication initiatives aligned with the organization's mission.
- Conduct community outreach by helping develop messaging, coordinating activities, and increasing awareness of nonprofit programs and services.

Professional Affiliations

Member, Public Relations Student Society of America (PRSSA)

November 2025- Present

- Nationally recognized organization that prepares students for careers in public relations and communications through professional development, networking opportunities, leadership experience, and hands-on learning. I have the opportunity to engage with industry professionals, participate in workshops and campaigns, and develop practical skills in strategic communication, ethical practice, and brand management.