RINNE FURLOW

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EDUCATION

The University of Georgia, Terry College of Business, Athens, GA August 2022 – May, 2026

- **BBA in Marketing with an emphasis on Digital Marketing**
- **Certificate in New Media,** Grady College of Mass Communication and Journalism
- **Cortona, Italy, UGA Study Abroad,** Summer of 2024
- **Relevant Coursework**: Principles of Advertising, Foundations of Graphic Design, Graphic Design Field Study, Principles of Marketing, Consumer and Organization Buyer Behavior, Marketing Research for Business Decisions, Social Media Strategy, Integrated Brand Communication, Digital Marketing Analytics, Web Development, and Sustainable Marketing.

WORK EXPERIENCE

Adherence, LLC, Athens, GA
Project and Branding Manager January 2026 – May 2026

- Maintained open channels of communication, internally, with both instructors and clients.
- Kept the project on schedule, and an eye on the brand consistency and overall quality control.
- Oversaw the development of a distinctive brand voice, which affected everything web design to style guide.

Chan Art, Atlanta, GA
Social Media Marketing Intern June 2025 - July 2025

- Managed a brand collaboration campaign with GoodDays Beverages end-to-end — from initial research through content scheduling, cross-platform engagement tracking, and campaign close.
- Developed and executed seasonal email marketing campaigns, then analyzed performance directly against Shopify product sales data to identify which content themes drove measurable revenue movement — not just open rates.
- Built a structured platform comparison report evaluating email marketing and social media management tools across pricing, integrations, and usability, giving the internal team a decision-ready framework for selecting their next marketing stack.
- Monitored social media trends and audience engagement patterns to recommend content strategies that increased product visibility across active channels.

Oconee Printing, Athens, GA
Assistant August 2022 - Present

- Managed the end-to-end lifecycle of custom print orders through Shopify — from intake and customization in Adobe InDesign through quality inspection and on-time delivery — for a consistent volume of active customers.
- Served as a primary client-facing contact for order inquiries and change requests, developing the direct communication and problem-resolution skills that agency client service roles require from day one.

Athens Y Camps, Tallulah Falls, GA
Supervisor and Camp Counselor May 2020 - July 2023

- Supervised seven teams of camp counselors, ensuring adherence to camp policies and safety protocols.
- Oversaw the planning and execution of special events, including talent shows, sports tournaments, and field trips.

CAMPUS & VOLUNTEER EXPERIENCE

Gamma Chi –

- Selected from 400 applicants, narrowed to 123 — a competitive, interview-based process with roughly a 30% acceptance rate.
- Led a cohort of 15 women through UGA's formal Panhellenic recruitment process, managing individual questions, round rankings, and high-pressure decision points in real time.
- Completed a week-and-a-half of intensive training and served as a neutral representative across all 20 Panhellenic chapters, enforcing recruitment ethics and conduct standards throughout.

Kappa Kappa Gamma –

- Volunteered for the Kappa Biscuit Drive benefiting NAMI and the 5K for Kappie benefiting Cure Childhood Cancer — supporting event operations and participant check-in.

CERTIFICATIONS & TOOLS

Platforms & Tools: Shopify · Google Analytics · Google Ads · Google Search · Adobe InDesign · Canva · Figma · WordPress · HTML & CSS · Bootstrap · Python

Certifications: Google Analytics · Google Ads · Google Search · Canva · Microsoft Office · Digital Marketing Foundations · AI Communication

Marketing Competencies: Email Marketing Execution · Social Media Strategy & Scheduling · Campaign Performance Analysis · E-Commerce Analytics · Content Production · Platform Evaluation & Reporting