Rylie Walters

Marketing | Social Media | Hospitality

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WORK EXPERIENCE

Indigo Road Hospitality

Social Media Champion July 2026– Present

Create social media content for Kingstide and The Dime, including Instagram Reels, photography, captions, and promotional posts. Develop creative content concepts that align with each restaurant's brand identity and target audience. Promote menu items, specials, events, and the overall guest experience through social media.

Brand Ambassador

Hollister Co. | Victoria's Secret October 2025– Present

Create social media content featuring products to promote brand awareness and drive sales. Produce engaging content around PR packages, including product unboxings and promotional posts. Represent both brands on social media while maintaining their visual identity and messaging.

The DIME

Barista / Closing Lead June 2025 – Present

Provide friendly, efficient service while creating a welcoming guest experience in a fast-paced café environment. Promoted to closing lead, responsible for reconciling daily sales, counting and balancing cash, and completing end-of-day closing procedures.

EDUCATION

College of Charleston

Bachelor's Degree in Marketing

Expected Graduation May of 2028

Midlands Technical College

Associate Degree in Business Administration

2024-2026

SKILLS

Social Media Marketing

Content Creation

Content Strategy

TOOLS

Meta Business Suite

Canva

Capcut

Dropbox

REFERENCES

Madelaine Perry

General Manager of The Dime

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