



**Rita Ndovie**

Content Marketer

---

### Position with Firm

2022–present **Content Marketer.** Develops communication materials, campaign strategies, and other print and digital marketing documents in support of PSC and its clients. Executes on digital strategy, social media planning and implementation, and web editing.

---

### Previous Professional Experience

2018–2021 **Corporate Support Coordinator, WKAR Public Media,** East Lansing, Michigan. Monitored, updated, and tracked analytics for digital underwriting platforms, including Google display ads, email newsletters, and station LinkedIn page. Maintained client contracts to ensure up-to-date copy. Wrote and edited Federal Communications Commission–compliant copy for various clients. Coordinated with traffic and programming to ensure spots for radio and TV programs aired properly.

2015–2018 **Administrative Coordinator, Fibertec Industrial Hygiene Services, Inc.,** Holt, Michigan. Received, screened, and replied to a high volume of internal and external client communications. Created business development PowerPoint presentations, wrote and edited proposals and reports, and managed weekly project due dates. Designed electronic filing system.

2014–2015 **Media and Web Consultant, Upward Bound of Michigan State University,** East Lansing, Michigan. Developed a brand identity, including a distinctive graphic style; designed and created an academic school year newsletter; wrote original content for program website, social media pages, and program event presentations; and optimized communication strategies.

2008–2015 **Office Manager, Woody's Oasis,** East Lansing, Michigan. Managed digital accounts, including company website, social media, and various publications. Designed and created internal newsletters, assessed effectiveness of branding through customer surveys, wrote content for annual contract with Michigan State University Food Services, and interviewed and trained new employees.

Education Michigan State University, BA in Communications with a specialization in Public Relations  
Oakland University, MA in Communications  
Michigan State University, certificate in Digital Marketing