

Colby Rice

MARKETING PROFESSIONAL

CONTACT

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EDUCATION

BOYD COUNTY HIGH SCHOOL

Class of 2019

SKILLS

- Communication Skills
- Creativity
- Customer Service
- Flexibility
- Relationship Building
- Content Creation
- Project Management
- Strategic Planning

PROFICIENT IN:

- Ticketmaster Engagement
- X (Twitter), Instagram, Facebook, Snapchat, TikTok
- Adobe Creative Suite
- Constant Contact
- HubSpot
- Asana
- Canva
- Microsoft Office
- Capcut
- Paid Social Media Collaborations
- Meta Business Suite

WORK EXPERIENCE

MARKETING DIRECTOR

Paramount Theater Ashland

January 2026 - August 2026

- Lead all marketing, advertising, and public relations efforts for a 1,419-seat historic performing arts venue.
- Develop and execute social media strategy across Facebook, Instagram, TikTok, and other digital platforms.
- Create promotional campaigns for nationally touring artists, Broadway productions, family shows, and community events.
- Manage website content, email marketing campaigns, and digital advertising.
- Design graphics, produce photography and videography, and write press releases, blogs, and promotional copy.
- Coordinate media partnerships, sponsorship promotions, and community outreach initiatives.
- Plan and promote special events, educational programming, and downtown collaborations to increase community engagement.
- Analyze campaign performance and ticket sales to optimize marketing strategies.

MARKETING COORDINATOR

Arabian Horse Association

August 2024 - October 2025

- Post scheduled, live feed, & stories on social media
- Develop trendy TikToks and Reels to showcase events/themes during shows
- Perform interviews of staff, exhibitors, and trainers
- Set up offices and arenas for each show
- Photograph sponsors, horses, and exhibitors
- Attend events to get content for brand development
- Create & send marketing emails
- Collaborate with other team members to design apparel & accessories

STATE TITLEHOLDER

Miss Rodeo Kentucky

November 2022 - December 2023

- Travel and Collaborate with other state rodeo queens, while staying up to date on current trends
- Develop and implement creative strategies and campaigns to promote the Professional Rodeo Cowboys Association and the western way of life
- Communicate with the public through social media, interviews, Q&A sessions
- Create and maintain a library of creative materials
- Work efficiently on staying educated in rodeo, western culture, and rules/laws

INTERNSHIPS

NATIONAL REINED COW HORSE ASSOCIATION

Marketing & Communications

NATIONAL WESTERN STOCK SHOW

Marketing & Communications