

Colby Rice

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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

INTERNSHIPS

NATIONAL REINED COW HORSE ASSOCIATION

Marketing & Communications

NATIONAL WESTERN STOCK SHOW

Marketing & Communications

COMMUNITY INVOLVEMENT

- Ashland Rotary
- Young Professionals Association
- Northeast Kentucky Chamber of Commerce
- Downtown Business Collaboration (Ashland, KY)
- Co-Founder of Winchester Nights (Ashland, KY)
- Horse Riding Instructor

WORK EXPERIENCE

CO-FOUNDER

C&S Collective

September 2026 - Present

- Co-founded an event planning and marketing business, developing its brand identity, website messaging, service materials, social content, and launch communications.
- Partner with clients and vendors to translate event goals into organized plans, promotional strategies, and cohesive guest experiences.

MARKETING DIRECTOR

Paramount Theater Ashland

February 2026 - August 2026

- Led marketing, advertising, public relations, brand development, and community engagement for a historic 1,419-seat performing arts venue serving the Tri-State region.
- Grow the venue's social media audience by more than 12,000 followers in six months through platform strategy, timely content, audience engagement, and campaigns built around touring artists and live experiences.
- Reintroduced and repositioned the Paramount following a leadership transition, developing a refreshed visual identity and public voice while strengthening awareness of the venue as a regional entertainment destination.
- Planned and executed integrated campaigns across email, web, social media, paid digital, public relations, radio, television, and community partnerships to drive event awareness and ticket sales.
- Created graphics, photography, video, press releases, interviews, presentations, email campaigns, signage, and promotional materials while maintaining accurate, consistent customer-facing information.
- Managed overlapping event campaigns, production deadlines, stakeholder feedback, and partner deliverables for nationally touring artists, Broadway productions, family programming, and community events.
- Built collaborative relationships with media outlets, tourism organizations, chambers, sponsors, nonprofits, downtown businesses, and event partners to expand regional reach

MARKETING COORDINATOR

Arabian Horse Association

August 2024 - October 2025

- Supported national marketing and communications for a member-based equine organization, major competitions, conventions, sponsors, educational initiatives, and industry programs.
- Created branded email campaigns, social content, graphics, promotional materials, apparel concepts, sponsor assets, photography, and video in collaboration with teams across the organization.
- Maintained brand standards and accurately fulfilled sponsor commitments while documenting exhibitors, horses, programs, partners, and event experiences.
- Traveled to national events to manage scheduled and real-time social coverage, conduct interviews, capture visual content, support on-site operations, and respond to audiences during high-volume periods.
- Used content performance, audience response, and event priorities to adapt messaging and publishing plans across digital platforms.

MISS RODEO KENTUCKY 2023

Miss Rodeo Kentucky

November 2022 - December 2023

- Represented Kentucky and the Professional Rodeo Cowboys Association at rodeos, tourism and community programs, media appearances, schools, and national industry events while independently managing an extensive travel and appearance schedule.
- Promoted Kentucky through public speaking, interviews, digital content, sponsor relations, and one on one engagement with audiences from across the country.
- Collaborated with sponsors, event organizers, state titleholders, agricultural leaders, and community partners while serving as a public facing ambassador.
- Received awards for Appearance, Personality, Speech, Written Test, and Community Spirit, demonstrating communication, preparation, professionalism, and leadership.