

Amogh M. Rao

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EDUCATION

Wake Forest University

Masters in Communications

George Washington University

Certification in Digital Marketing

Virginia Commonwealth University, College of Humanities and Sciences

Bachelors of Arts in International Studies; Minors in Spanish and Mass Communications

Charlotte, NC

May 2024 – December 2025

Washington DC

August 2020 – January 2021

Richmond, VA

August 2016 – May 2020

PROFESSIONAL EXPERIENCE

Freelance Social Media Manager

Social Media Strategist/manager

- Manage end-to-end social media strategy and content execution for multiple clients across diverse industries
- Produce and edit short-form and long-form video content, including on-site filming, post-production editing, and creative storytelling
- Design engaging visual assets and graphics for social media and web platforms, pushing creative boundaries while maintaining brand voice.
- Manage community engagement and content strategy to drive audience growth and brand awareness

Washington D.C.

February 2026-Present

Yes& Agency

PR/Communications Intern- Strategy

- Conducted background research on both government and non-government clients to support branding, campaign strategy, and content development.
- Performed social media audits across multiple platforms to assess content performance, brand consistency, and audience engagement.
- Created visually engaging presentations summarizing case studies for clients across various industries, showing deliverables and results.
- Collaborated with account and strategy leads to develop unique content strategies tailored for the individual client's needs and audience.

Washington D.C.

June 2025-August 2025

Navy Federal Credit Union

Social Media Strategist

- Social Media Strategist lead for the Store, Save, Manage Value Stream
- Planned organic social media strategy for Facebook, Instagram, X, and Tik Tok
- Created content for the NFCU Facebook page engaging with 1.1 Million followers
- Worked with the Video value stream to produce videos across our social and web channels
- Planned paid social media strategy for Store, Save, Manage across platforms
- Worked with the team leads and the SEO specialists to see which type of posts do well on the different platforms
- Worked with outside agencies to work on video content, organic as well as paid social promotion

Vienna, VA

October 2024-March 2025

U.S. News and World Report

Social Media Associate

- Social Media lead for the Health, Travel, Investing and Live Events verticals
- Managed the Twitter sites for all three verticals (321,473 followers across all three)
- Created content for the USN Facebook Page, engaging with 1.2 million followers
- Created content for the USN Instagram and the USN Travel Instagram, engaging with 102K followers across both accounts.
- Created content to build the USN Tik Tok page, with a 1k follower increase in the last 4 months.
- Designed various paid campaigns on Facebook and LinkedIn to support traffic growth.
- Worked with the team leads and the SEO specialists to see which type of posts do well on the different platforms
- Managed all the social media content posting for the various ranking launches across the teams, including Best Diets, Best Vacations, Best Hospitals, and more.

Washington D.C.

December 2021-June 2023

Qorvis Communications

PR/Communications Intern

- Collaborated with the social media team to design tweets and graphics for international clients, increasing client following by 20%
- Conducted comprehensive research on different guests for upcoming client events, creating background guides in the process.
- Worked with the media relations team to compile journalist contacts-both national and international, organizing them into a database.
- Worked with the content creation team for a non-profit by writing magazine articles, as well as repurposing content into social media posts.

Washington D.C.

June 2021-December 2021

LANGUAGES, SKILLS, INTERESTS

Software Knowledge: Hubspot, HeyOrca, Sharablee, SprinklR, Canva, Wochit, Cision, MuckRack, Critical Mention

Skills: Content Creation, SEO and Google Analytics, Google Ads, Facebook Ads, social media strategy, Video Editing, Gr

Certifications: Content Marketing Certification-Hubspot, Google Search Ads Certification-Google Skillshop

Languages: English, Spanish, Kannada, Hindi

Portfolio Link: www.amoghraodigital.com