

# RICKY COVACH

DIGITAL COMMUNICATIONS SPECIALIST

Raleigh/Durham, NC    rcovach@gmail.com    (919) 923- 4439



## PROFILE

I am an experienced digital communications specialist and digital content creation expert with event logistics skills and an interest in advocacy campaigns!

## SKILLS

- Google Suite, Canva
- Adobe Suite
- Social media management
- Digital communications strategies
- Meta ad campaigns
- Time-bound project management
- Creative problem-solving
- Patient technical support

## EDUCATION

### Bachelor of Arts

English, Philosophy,  
Honors in History

UNC – Chapel Hill  
2007 – 2010

### Member

UNC History Honors Society  
2010

## CREATIVE

- Produced exclusive digital content for industry-leading action sports global publication
- Independent film *Former Glory* premiered at Varsity Theatre in Chapel Hill, NC on March 15, 2025

## EXPERIENCE

### DIGITAL ENGAGEMENT COORDINATOR

NC Coalition for Alternatives to the Death Penalty  
(May 2023– December 2024)

- Optimize email communication to manage and grow NCCADP's email list. Create strategic communications such as petitions, targeted messaging, and calls to action. Develop and maintain primary databases containing donors and volunteers, including correspondence
- Manage social media platforms (Facebook, Instagram, Twitter, YouTube) using strategic messaging and digital advertising to increase engagement
- Create graphics and event flyers and design content for e-newsletters and website updates, including writing blog posts
- Provide technical support and assistance as needed, including online video hosting, photography and videography of in-person events, and other related tasks

### SMALL BUSINESS OWNER

Covach Video & Consulting (March 2021–present)

- Provide a wide range of video solutions, including videography, post-production, and Zoom facilitation
- Shoot and deliver projects on 8mm and 16mm film, VHS, MiniDV, or HD for web and/or social media

### STORE MANAGER

The Fuzzy Needle (August 2022– May 2023)

- Manage daily operation of book and record store located in downtown Wilmington, NC, including opening, closing, and cash handling
- Other duties include inventory management, product pricing, social media promotion, event planning/execution, customer assistance, staff training, and facility maintenance

### CLIENT SUCCESS SPECIALIST

Blue Butterfly (March 2021–March 2022)

- Coordinated with Blue Butterfly clients to create and execute live webcasts of memorial services
- Offered technical support across a wide range of devices and platforms to assist clients with preparing all components of each service

### CLIENT SUCCESS SPECIALIST

UNC-TV (September 2018– March 2020)

- Provided technical support for UNC-TV's Passport digital streaming service over the phone and through email
- Processed incoming payments and documentation in accordance with non-profit organization standards, and reconciled donation database with daily bank statements
- Received General Manager's Award for Excellence