

Robbie McClain

+1 (317) 853-9561

robbie.mcclain@outlook.com

Social Platforms:

X/Formerly Twitter:

Robbi3_McClain

Instagram:

Robbi3.McClain

TikTok:

Robbi3.McClain

Website/Portfolio

RobbieMcClain.Online

LinkedIn

www.linkedin.com/in/robbiemcclain

Proficiencies

- Tech Efficient
- Microsoft Office
 - Word, PowerPoint, and Outlook
- Adobe Creative Cloud
- Marketing
- Database and Material Management
- AI Communication

Skills

- Presentations
- Public Speaking
- Organizational
- Listening
- Communicating
- Creative

Interest

- Running
- Writing
- Educating
- Exploring

Education

Social Media & Digital Strategy BA - Dec. 2024

Philosophy & Religion Minor

Columbia College Chicago - Chicago, IL

Experience

Rivers Casino March 2025-Present

Marketing Operations Coordinator

- Manages and creates all promotions and onsite activations from thought to execution. Plans all entertainment, events, public communication, collateral, and more to make sure everything is successful and smooth.
- Coordinate with all teams in-house, such as the Illinois Gaming Board, Legal, Advertising, Hosts, Safety and Risk, and etc.

Freelance Sept. 2024-Present

Social Media Strategy & PR

- Independently build and touch upon brand materials while creating campaigns and other marketing materials requested.
- Previous and current brands include, Chicago's Pulse, Muscle and Morale, LYC Pledge (1871), and Hidden Ridge Camping at Lake Cumberland.

Caesars Entertainment, Inc. May 2023-Feb 2025

Race Marketing Intern

- Helps make the guests' experience the best at Horseshoe Indianapolis by assisting in all critical areas of marketing, such as campaigns, out-of-home ads, website banners, on-site collateral, and much more.
- Maintains positive relationships with media outlets, gathers photos and quotes from jockeys, all while at the same time being an on-screen talent for various TV channels and stations.
- Create all types of organic content, handle DMs, and reputation management on digital platforms and all things social media.

Fjallraven Sept. 2024-Jan 2025

Seasonal Sales Employee

- Assist guests with product knowledge and guidance through a purchasing process with a high-end classic, outdoor apparel, and trekking brand.
- Host in-store activations and events with related brands for the greater good of nature and fitness.

Organization Involvement

Chicago Public Relations Society of America (PRSA)

Member

Columbia College Chicago's AD Club

Alumni