



RACHEL GRACE

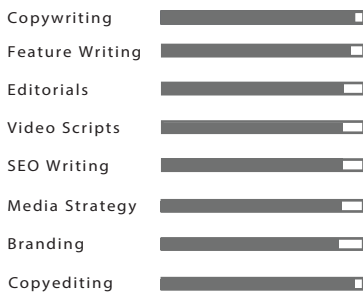
MULTIMEDIA CONTENT CREATION & STRATEGY

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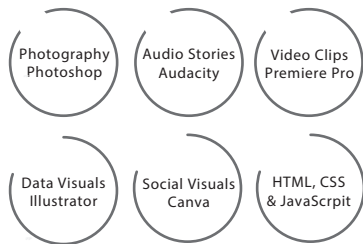
ABOUT ME

Studying journalism at the University of Georgia enriched my passion for helping people and companies tell their stories and promote their brands through content creation, inbound marketing and digital communications strategy. I am a tenacious and self-motivated individual with experience in multimedia storytelling, editing, marketing and design. When I'm not creating, I also enjoy adding recipes to my cookbook, busting a move at the local rollerskating rink and spending time with my family.

SKILLS // WRITING



SKILLS // PRODUCTION



CERTIFICATES

- American Copy Editors Society,**
Certificate in Editing
- Georgia Broadcasters Association,**
Certificate of Leadership & Innovation
- Google Analytics**
Google Analytics Certificate
- HubSpot Academy,**
Inbound Marketing Certificate
Content Marketing Certificate
- International Student Life,**
Cultural Capacity Certificate

EDUCATION

- University of Georgia,** Class of 2019
- Bachelor of Arts in Journalism**
Grady College of Journalism

MEDIA EXPERIENCE

- **GRADY MOBILE NEWS LAB TEAM MEMBER**
The Cox Institute | Aug 2018 - Dec 2018
 - Collaborated with another journalist to create a multimedia-mobile journalism story.
 - Conducted interviews and researched International Student Life at UGA.
 - Designed entirely on a phone with apps such as Adobe Spark Page, KineMaster and Phonto.
- **PRESS & COMMUNICATIONS INTERN**
Georgia Governor's Office | May 2018 - Aug 2018
 - Drafted remarks for the Governor about literacy, education and criminal justice in Georgia.
 - Wrote and proofread 20+ proclamations, commendations and press releases.
 - Created social media copy and designed graphics for the Governor's Twitter and Facebook.
- **VIDEOGRAPHER & RESEARCHER**
Earthskills Rendezvous | Jan 2018 - May 2018
 - Worked with another videographer to create a short video series on Earthskills Rendezvous.
 - Wrote a research thesis and proposal focused on the "re-wilding" movement in America.
 - Captured video footage and audio of the event and used Premiere Pro to edit final products.
- **OPINION DESK EDITOR**
The Red & Black | May 2017 - Aug 2017
 - Edited 12+ articles per week for content, grammar and AP Style under weekly deadlines.
 - Wrote headlines, selected featured stories, utilized SEO and drafted page designs for print.
 - Collaborated with staff writers to brainstorm article ideas and discuss best writing practices.
- **OPINION & CULTURE DESKS STAFF WRITER**
The Red & Black | Aug 2015 - March 2018
 - Produced 2-4 articles a week on Athens' food and music, student affairs and current events.
 - Conducted interviews for articles and developed a source network of officials and experts.
 - Attended weekly staff meetings to pitch ideas and collaborate with fellow reporters.

OTHER EXPERIENCE

- **MARKETING & DESIGN ASSISTANT**
ANDRITZ Inc. | Aug 2018 - Present
 - Copywriting and editing event materials for an upcoming ANDRITZ Digester Seminar.
 - Redesigning, proofing and updating 30+ employee presentations and brochures.
 - Improving product visuals and information with Adobe Photoshop, InDesign and Docuspace.
- **STUDENT & CITIZEN SCIENCE VOLUNTEER**
UGA Discover Abroad | Jan 2019 - April 2019
 - Collected qualitative and quantitative data for various Citizen Science research projects.
 - Wrote 10+ academic papers about topics such as coral reef health and sustainable tourism.
 - Traveled across Australia, New Zealand and Fiji to study indigenous sustainability practices.
- **FOUNDER & CO-DIRECTOR**
Pinewoods Seed Library | Jan 2018 - May 2018
 - Worked on a team to establish a seed exchange at the Pinewoods Library in Athens, Ga.
 - Conducted surveys, analyzed results and created data visualization for the project.
 - Produced other relevant visuals and developed a seed exchange network for the program.
- **LEADERSHIP TEAM MEMBER**
UGA World Ambassadors | Aug 2016 - May 2017
 - Planned social and educational events to engage students in cross-cultural exchange.
 - Worked on a team to organize UGA's International Street Fair (average of 5,000 attendees).
 - Advised international students through the Language Partner and Tax Assistant Programs.
- **INTERNATIONAL COFFEE HOUR DIRECTOR**
International Student Life | Aug 2016 - May 2017
 - Managed a different student organization each week to host and promote the event.
 - Streamlined volunteer program and doubled average attendance (300+) by end of the year.
 - Researched and tested digital marketing strategies with social team to bolster event interest.

REFERENCES

- Angela Maddox,** ANDRITZ Marketing Manager | 770-640-2486 | angela.maddox@andritz.com
- Andrea Briscoe,** Professor of Journalism at UGA | 706-255-0264 | andrea.g.briscoe@gmail.com