






# GRACE K. GIBBONS

 I LOVE GETTING SNAIL MAIL! EMAIL ME FOR MY ADDRESS.  
 GRACEKIBBONS@GMAIL.COM  
 SHOOT ME AN EMAIL! I'LL GIVE YOU A CALL.

## EDUCATION

**University of Dayton, Dayton, OH**  
Bachelor of Arts Degree in Communication

Graduation: May 2015 || GPA: 3.6  
Concentration in Public Relations • Minor in Marketing

## EXPERIENCE

### **Account Management Intern – Young & Laramore, Indianapolis, IN • May 2015-Present**

- Managed projects and teams from beginning to end ensuring that they are delivered on-time and on-strategy
- Communicated with clients and coworkers to produce exceptional work including collateral, video, print ads, email campaigns, social graphics and consumer engagement programs
- Primary client work included home and lifestyle brands

### **Marketing Intern – Willow Marketing, Indianapolis, IN • May 2014-August 2014**

- Assessed opportunities for client fundraising initiatives and developed a strategic outreach guide
- Collaborated with team and clients on strategies and tactics; internal development; and video, web and design projects
- Proofread and edited websites, web content and marketing materials including catalogs, presentations, ads, signage, pamphlets and brochures
- Researched industry competition and marketing practices for clients and created resources including PowerPoint presentations, infographics and written copy
- Explored strategic marketing opportunities and tactics for new office and product launches
- Created online contact form and developed digital marketing plan to increase web presence, user engagement and new business opportunities
- Contributed creativity and insight in internal and external client meetings

### **Recruitment Chair, Director of Marketing – Chi Omega, Dayton, OH • January 2012-January 2015**

- Elected to executive board of Chi Omega women's fraternity to plan, manage and lead its largest event that showcases the organization and its brand in order to recruit new members
- Achieved maximum membership with the highest consistent return rates reaching above 92 percent for each event
- Designed a strategic plan, creative vision, collaborative teams and an extensive timeline to ensure an organized and successful preparation and completion of the event
- Managed and led large teams to prepare for events in areas including digital marketing content, video, décor, floor plan, designs and overall representation of the organization
- Facilitated extensive workshops and meetings to prepare all 150+ members for an event that drives exceptional results
- Communicated and collaborated with members and vendors to develop the organization's brand
- Increased social media presence on Facebook, Twitter and Instagram through campaigns and outreach
- Grew social media audience engagement by crafting posts, creating graphics, editing photos, and writing blog posts
- Evaluated recruitment events and marketing efforts by conducting surveys and interviews to gather feedback and data
- Created a new marketing program to strengthen brand presence and led extensive training for incoming leaders

### **Communications Intern – Boys & Girls Club, Noblesville, IN • June 2013-August 2013**

- Designed and built a new website using HTML coding to implement an updated brand image for the organization
- Created strategic social media plan establishing the brand and audience and tactics to increase online presence
- Managed Facebook and Twitter accounts through HootSuite to grow audience and engagement
- Produced press releases and marketing materials including magazine ads, pamphlets, brochures and flyers
- Built future communications plan for the organization to reach its long-term goals

### **Writing Consultant – The Write Place, Dayton, OH • August 2012-May 2015**

- Developed marketing techniques and ideas to bring in more clients and further the success of the services offered
- Collaborated with Write Place coordinator to develop content and design for marketing tools
- Collaborated with professors and led initiatives to help develop students' writing techniques
- Conducted writing consultations with students of any writing level at any stage of the writing process
- Worked extensively with students whose primary language is not English

### **Counselor – Camp Tecumseh YMCA, Brookston, IN • Summer 2010, 2011, 2012, 2013**

- Exemplified creativity, energy, and enthusiasm to maintain the unique atmosphere supporting the development of children's physical, emotional and social growth
- Communicated with individuals of all ages and led teams and coworkers to support the organization's mission

## SKILLS

Basic proficiency in Adobe InDesign, Photoshop, Illustrator, Dreamweaver and Flash  
Fundamental knowledge of website development including HTML coding and web platforms  
Achieved an intermediate level of education in the Spanish language  
Expertise in Microsoft Office programs

*"I'm a font enthusiast and caffeinated beverage fanatic. DIY is my approach to more than just crafting and home improvement. And I'd choose a bag of chips over dessert any day of the week."*