

GRACE E. MILLS

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2421 Forest Drive, Charlotte, NC, 28211

Cell: (925) 876-7123

EXPERIENCE

TINY PIES

Marketing Intern

Austin, TX

June 2024 - Present

- Assisted in the development and execution of digital marketing campaigns, resulting in an increase in online sales.
- Conducted market research and analyzed customer feedback to identify trends and improve product offerings.
- Managed social media accounts, creating engaging content that boosted follower engagement.

ALISON BROD MARKETING + COMMUNICATIONS

Marketing Intern

New York, NY

June 2023 - August 2023

- Managed marketing of five beauty and personal care brand clients.
- Assisted in developing and implementing marketing strategies to increase brand awareness and customer engagement.
- Conducted market research and competitor analysis to identify trends and opportunities for business growth.
- Managed and tracked social media content across multiple platforms to drive audience engagement and promote product/service offerings.
- Tracked product launches and promotional events, looking for an increase in product awareness and driving customer acquisition.

ME & MY BIG IDEAS

Marketing Intern

Irvine, CA

May 2022 - August 2022

- Collaborated with the Director of Social Media & PR and the head of Brand Marketing + Copywriting.
- Created a competitive research presentation comparing various aspects of competitors and managed PR packages.
- Launched a PR campaign to build a community of college and Greek life influencers.

NP STRATEGY

Public Relations Intern

Columbia, SC

August 2023 - January 2024

- Assist in Developing Comprehensive PR Campaigns
- Media Outreach and Relationship Building

ZETA TAU ALPHA

Historian-Reporter

Columbia, SC

November 2021 - December 2022

- Managed social media for Zeta Tau Alpha, including Instagram, TikTok, usczta.com, and Facebook, while designing graphics and collaborating with the chapter president.
- Led the social media committee to produce content that promoted sisterhood, driving new member interest and alumnae engagement.

EDUCATION

UNIVERSITY OF SOUTH CAROLINA, School of Journalism & Mass Communications

Bachelor of Arts Journalism Mass Communications: Public Relations

Columbia, SC

May 2024

Minor in Sport & Entertainment Management | Concentration in Sports Media

Graduated with Leadership Distinction | Cumulative GPA: 3.65

- Dean's Honor List: Fall 2020, Spring 2021, Spring 2022, Fall 2022, Spring 2023, Fall 2023
- President's Honor List: Spring 2024

FLORENCE UNIVERSITY OF THE ARTS

SAI Study Abroad

Florence, Italy

February 2023 - May 2023

MIRAMONTE HIGH SCHOOL

High School Student

Orinda, CA

August 2016 - May 2020

- Varsity lacrosse player, Scholar Athlete, NCS 2018 Champions, DAL 2018-19 Champions, Senior Lacrosse Captain

VOLUNTEER/LEADERSHIP EXPERIENCE

OAKLAND LACROSSE CLUB

Lacrosse Coach

Oakland, CA

January 2017 – June 2019

- Worked with underprivileged children teaching them the basic skills of lacrosse as an unpaid volunteer.

OTHER

RELEVANT EXPERIENCE

Member of Zeta Phi Eta, professional fraternity in Communication Arts and Sciences.

Columbia, SC

March 2021 – May 2024

TECHNICAL SKILLS

- Detail Oriented, Netsuite, Microsoft Office, Extremely Organized, Yotpo, DAM, Dropbox, Canva, Photoshop, Cision, Google Drive, Google Analytics, Adobe, Instagram, TikTok, Facebook, X, and Traackr

INTERESTS

- Snowboarding, wakesurfing, professional sports, wakeboarding, tennis, lacrosse, golf, SEC sports, reading, biking, road trips

PORTFOLIO

- <https://www.gracemillsportfolio.com/portfolio>