

# Gracie Davidson

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## Education

### MBA: Marketing

University of Alabama in Huntsville  
Huntsville, AL

Current

4.0 / 4.0 GPA

### BSBA: Digital Marketing

University of Alabama in Huntsville  
Huntsville, AL

December 2022

3.5 / 4.0 GPA

## Skills

- Adobe Creative Cloud
- Canva
- Microsoft Office Suite
- Brand Promotion
- Digital Media
- Print Media
- Content Creation
- Video, Audio, and Photo Editing
- Photography
- Social Media Analytics
- Google Business Profile

## Certifications

- 2017 Adobe Illustrator
- 2016 Adobe Photoshop
- 2016 Microsoft PowerPoint
- 2016 Microsoft Word

## Awards

### Departmental Honors for

#### Marketing – UAH

November 2022

### Highest Earned Revenue –Social

#### Simternship by Stukent

December 2022

## Professional Profile

A results-driven marketer and communications specialist, with a passion for creating impactful strategies that drive brand success. Holds a solid background in developing comprehensive marketing plans, executing integrated campaigns, and managing brand identity, possesses the skills to craft compelling content and engage target audiences across various channels. Known for strong interpersonal and collaboration skills, while exceling in cross-functional team environments and thrive in fast-paced, deadline-driven settings. Delivers innovative solutions that enhance brand reputation and achieve business objectives.

## Work Experience

### Jan. 2024 – June 2024: Marketing Coordinator

Amanda Howard Sotheby's International Realty | Huntsville, AL

- Plan and execute integrated marketing campaigns across various channels, such as digital platforms, print media, events, and public relations. Monitoring campaign performance, analyzing data, and making adjustments to optimize results.
- Facilitate engaging and informative classes on various social media platforms, analytics/algorithms, and strategies for organic growth, providing participants with valuable insights and practical skills to excel in social media marketing.
- Effectively organized numerous commercials, television shows, and events, demonstrating strong project management skills and attention to detail in coordinating logistics, schedules, and resources to ensure successful execution and audience engagement.

### Oct. 2022 – Nov. 2023: Marketing and Communications Specialist

The Alabama School of Cyber Technology and Engineering (ASCTE) | Huntsville, AL

- Develop engaging and persuasive content for marketing collateral, including websites, social media posts, blog articles, email newsletters, press releases, and advertising materials. Ensuring brand consistency and maintaining a strong brand voice.
- Develop and nurture relationships with media outlets, journalists, and industry partners. Writing press releases, organizing media events, and coordinating interviews to generate positive media coverage.
- Collaborate with external agencies, vendors, and partners to execute marketing initiatives. Managing relationships, negotiating contracts, and ensuring deliverables are met within budget and timelines.

### Sept. 2021 – Dec 2022: Social Media Coordinator

Invention to Innovation Center (I<sup>2</sup>C) – UAH | Huntsville, AL

- Define, execute, track and report well-structured brand social content strategies and paid social amplification along with the development of clear agenda frameworks to drive meaningful insights and content optimization.
- Lead development of a corporate social media strategy to ensure I<sup>2</sup>C's social media channels reflect a common vision, consistent voice, and an efficient approach to publishing, listening, analytics and community management.
- Develop creatives through artful storytelling, manage development of creative social media assets, ensuring marketing materials are of high quality and are engaging in order to deliver and uphold I<sup>2</sup>C's brand image.
- Manage all aspects of operating I<sup>2</sup>C's Spark Studio including directing, hosting, and editing podcasts for I<sup>2</sup>C, its corporate partners and portfolio companies.