

Gracie Davidson-Stubblefield

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Education

MBA: Marketing
University of Alabama in Huntsville
Huntsville, AL
May 2025

BSBA: Digital Marketing
University of Alabama in Huntsville
Huntsville, AL
December 2022

Skills

- Adobe Creative Cloud
- Canva
- Microsoft Office Suite
- Meta Business Suite
- Digital and Print Media
- Email Marketing and Newsletters
- Content Creation
- Brand Identity Development
- Photography/Videography
- Social Media Analytics

Certifications

- 2024 Alabama Notary
- 2017 Adobe Illustrator
- 2016 Adobe Photoshop
- 2016 Microsoft PowerPoint
- 2016 Microsoft Word

Awards

Top 20 of 2025 – UAH College of Business
April 2025

Departmental Honors for Marketing – UAH
November 2022

Highest Earned Revenue – Social Simternship by Stukent
December 2022

Professional Profile

A results-driven marketing and communications professional with an MBA, passionate about creating strategies that drive brand success. Skilled in developing comprehensive marketing plans, managing brand identity, and executing integrated campaigns that connect with target audiences across platforms. Known for being super creative, bringing a positive spirit to every project, and thriving as a people person who builds lasting relationships. Experienced in working with companies of all sizes and organizations across industries, consistently delivering innovative solutions that elevate brand reputation and support business growth in fast-paced, deadline-driven environments.

Work Experience

*July. 2024 – Current: **Founder***
Gracie Davidson Marketing Services, LLC | Huntsville, AL

- Develop customized digital marketing strategies that increased client engagement and brand awareness across multiple platforms.
- Create and manage social media content and email marketing campaigns, driving higher audience interaction and conversion rates.
- Conduct market research to inform campaign strategies, optimizing performance and delivering measurable results for small businesses.
- Provided one-on-one consulting services to small business owners, guiding them in leveraging digital tools and strategies for growth and success.

*Jan. 2024 – July 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.