

GRACE SKOWRON

EDUCATION

The University of
Tennessee, Knoxville
2025

B.S. in Communication

Major: Public Relations

Minor: Business Administration and Retail
& Consumer Science

GPA: 3.7/4.0

CONTACT



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PROFESSIONAL EXPERIENCE

New York Fashion Week, New York, NY

Event Coordinator

February 2025

- Coordinated key NYFW stakeholders to ensure smooth event execution and communication
- Helped designers navigate crises during shows to maintain event flow and professionalism
- Coordinated with photojournalists and media outlets to facilitate press access and coverage at NYFW

Major Threat Restaurant Group, Plainfield, IL

Server

May 2020-Present

- Delivered outstanding customer service by answering questions and providing tailored support
- Used active listening to address concerns, demonstrating effective crisis communication
- Resolved customer issues quickly to maintain satisfaction and trust
- Collaborated on promotional ad development, increasing social media engagement and awareness

SKILLS

Press Releases

Public Speaking

Copywriting

Creative Writing

Media Pitches

InDesign

Teamwork

Time Management

Photoshop

Personable

Problem Solving

Trustworthy

PROFESSIONAL AFFILIATION

Public Relations Student Society of America

Secretary

2023-Present

- Reported chapter updates to headquarters and recorded meetings to ensure transparency and keep members informed
- Attended the PRSSA National Conference in Nashville, TN, Oct. 2023, and Annahiem, Calif., 2024
- Engaged with fellow PR students to exchange insights and expand professional knowledge

RELATED EXPERIENCE

UTK Public Relations in Siena, Italy

June 2023

- Developed cross-cultural understanding by attending class field trips, speaking with locals, and embracing the opportunities
- Improved interpersonal communication by learning from locals and practicing language skills in real-world settings
- Produced a study abroad promotional video using Canva to highlight student experiences

RELEVANT COURSEWORK

Public Relations Campaigns

Aug. 2024-Dec. 2024

Created a client-focused campaign for a client, resulting in a fully executable plan aligned with audience insights and client goals

Public Relations Cases

Jan. 2024-May 2024

Conducted a full situation analysis and crisis evaluations for Spotify, deepening strategic insight in PR planning and response

Public Relations Writing

Jan. 2024-May 2024

Created a full media kit for Project Beauty Share, including a press release, PSA, content calendar, and other strategic materials to support outreach efforts

Public Relations Research

Aug. 2023-Dec. 2023

Conducted original PR research using qualitative and quantitative methods, strengthening data-driven strategy skills and communication insights

Public Relations Graphic Design

Aug. 2023-Dec. 2023

Used Photoshop, Illustrator and Indesign to rebrand my fashion company, Pretty Little Thing, designing event posters, ad campaigns and a refreshed logo to elevate visual identity

Retail & Culture

Aug. 2023-Dec. 2023

Explored fashion's role in personal expression and societal impact, deepening knowledge of diversity and inclusion in retail culture

Public Speaking

Jan. 2023-May 2023

Strengthened communication skills by delivering informational, persuasive and group speeches, enhancing public speaking confidence and clarity

Retail Management

Jan. 2023-May 2023

Gained foundational management skills by analyzing internal processes, prioritizing customer satisfaction and developing leadership abilities

Social Media Strategy

Aug. 2022-Dec. 2022

Expanded expertise in brand awareness and social media strategy by analyzing successful brand case studies and adapting to evolving digital platforms