



GRACE SKOWRON

CONTACT

 630-453-4013

 gskowron@vols.utk.edu

 Naperville, IL 60564

 www.linkedin.com/in/gskowron

SKILLS

Adaptable

Public Speaking

Enthusiastic

Self-Motivating

Problem Solving

Personable

Trustworthy

Organized

Teamwork

Time Management

Photoshop

InDesign

EDUCATION

The University of
Tennessee, Knoxville

2021-2025

B.S. in Communication

Major: Public Relations

Minor: Business Administration and Retail
& Consumer Science

GPA: 3.7

PROFESSIONAL AFFILIATION

Public Relations Student Society of America

2023-Present

Being a part of this organization has given me so many opportunities in the public relations field and I am so grateful to be a part of this group. I serve on the Executive Board as Secretary where I am responsible for notifying headquarters about changes in our chapter and recording chapter meetings for members. In October of 2023, I attended the Public Relations Student Society of America National Conference in Nashville, TN. The Public Relations Society of America has also given me a space at my university to meet with and learn from fellow public relations undergrads.

RELATED EXPERIENCE

UTK Public Relations in Siena

June 2023

While studying abroad, I was able to achieve a new understanding of cultural differences by attending class field trips, speaking with locals, and embracing the opportunities I was presented with. I broadened my knowledge of communication skills by actively learning from local residents and practicing the language. I was able to expand my global perspective, further explore my communication skills and became a more engaged learner.

PROFESSIONAL EXPERIENCE

Major Threat Restaurant Group Server & Host

May 2020-Present

- Delivered outstanding customer service to all diners by answering questions and finding needed information
- Demonstrated excellent communication skills by being attentive to customers and listening to their needs
- Solved crises by responding quickly and professionally to my customer's concerns
- Worked with management to create promotional ads on our social media platforms

RELEVANT COURSEWORK

Public Relations Campaigns

August 2024-December 2024

Acquired skills to produce a successful campaign plan, deepened my research skills and created goals, objectives, strategies and tactics for a client

Public Relations Cases

January 2024-May 2024

Learned about the strategies, objectives, and tactics for a good public relations campaign and analyzed different situations and crises

Public Relations Writing

January 2024-May 2024

Developed professional writing skills, became proficient in AP writing style, and learned how to conduct social media audits and write press releases, feature stories and fact sheets

Public Relations Research

August 2023-December 2023

Gained a deeper understanding of quantitative and qualitative data methods, discussed the importance of research in public relations, and completed my own research relating to the field of communications.

Public Relations Graphic Design

August 2023-December 2023

Acquired new skills such as; Photoshop and InDesign. Learned how a brand can flourish through poster events, typography, ad campaigns, and logo designs.

Retail & Culture

August 2023-December 2023

Gained insights into personal expression through dress, enriched my understanding of fashion's influence on society, and advanced my knowledge on diversity and inclusion.

Journalism and Electronic Media

January 2023-May 2023

Gained an understanding of AP-style writing by writing press releases, news reports, and feature stories while improving my writing skills.

Public Speaking

January 2023-May 2023

Learned professional communication skills, became a better listener, and improved my critical thinking skills.

Retail Management

January 2023-May 2023

Learned a basic understanding of retail management by exploring internal processes, prioritizing customer satisfaction, and growing my managerial skills.

Social Media Strategy

August 2022-December 2022

Expanded my knowledge of brand awareness, gained an understanding of what makes a brand successful, and explored the ever-changing social media world and how to navigate it.