

# Grace Mulinski

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## ABOUT ME

I'm naturally curious, and that curiosity drives how I approach my work. I love researching and figuring out what really works to connect with people. Reading and writing are big parts of my life, and that passion shines through in my professional work. I'm always open to trying new things and iterating based on what the data shows. I focus on making small improvements that add up to real results. I'm a big believer in continuous learning and skill development, and I know that open communication and constructive feedback are key to building and nurturing strong working relationships.

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## PROFESSIONAL EXPERIENCE

**Teleport** — *Senior Account Development Representative*  
*April 2025 – Present*

- Execute Account-Based Marketing (ABM) strategies for strategic and enterprise accounts across email, LinkedIn, and paid digital ads.
- Own and manage campaigns for high-value, strategic and enterprise accounts.
- Ran A/B tests on subject lines, send times, CTAs, and personalization depth, improving engagement and conversions.
- Partnered with Demand Generation to refine campaign strategies, driving deeper account penetration and measurable pipeline growth.

**Okta**  
*Copywriter & Editor – Okta Blog*  
*September 2024 – April 2025*

- Delivered on-brand, high-quality copy under tight deadlines, accelerating blog publishing timelines.
- Applied SEO best practices to increase blog traffic and improve search visibility.
- Edited content using the Chicago Manual of Style and internal guidelines for clarity and engagement.

*Senior Sales Development Representative*  
*May 2023 – April 2025*

- Used Outreach and Tableau dashboards to track campaign performance and adjust strategies based on real-time data.
- Applied A/B testing to optimize email content and improve KPIs, increasing open rates (36% → 44%) and reply rates (1.5% → 7%).
- Served as an Okta representative at events and contributed to the xDR Outreach Committee to unify messaging across teams.

*Senior Market Development Representative*  
*March 2022 – May 2023*

- Created scalable outreach content and outbound scripts to support sales engagement.
- Customized messaging by persona and segment to align with buyer goals and increase response rates.

**Southern Glazer's Wine and Spirits — Territory Manager**  
*March 2021 – March 2022*

- Led territory mapping and in-store display execution for seasonal campaigns, improving product visibility and sales lift.
- Used sales data to inform promotional strategy, resulting in incremental revenue growth.

**Maryhill Winery — Club Member Communications**  
*February 2020 – March 2021*

- Managed wine club marketing strategy, including newsletters, social media, and direct communications.
- Increased event attendance and customer loyalty through targeted content and engagement.

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## EDUCATION & CERTIFICATIONS

**University of Washington**  
*Certificate in Editing*  
March – December 2024

**Central Washington University**  
*Associate of Arts Degree*  
June 2017 – June 2019

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## SKILLS & TOOLS

### Core Skills

- Campaign Management
- A/B Testing & Optimization
- Demand Generation
- Content Strategy
- Cross-Functional Collaboration

## Tools & Platforms

- **Proficient:** Salesforce, Outreach, Tableau, 6sense, ZoomInfo, LeadIQ, Google Workspace
  - **Familiar:** Marketo
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## PROFESSIONAL REFERENCES

- **Camille Rasmussen** – Managing Editor, Okta
- **Jess Bagherpour** – Content Editor, Okta
- **Rayman Hui** – Sales Development Manager, Okta