



# Grace Gallowitz

## PROFILE

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I am a motivated media and marketing professional eager to grow within a company that values collaboration, creativity, and impact. I'm seeking an environment where I can refine my skills, contribute meaningful work, and build strong relationships with a team that inspires excellence.

## EDUCATION

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- Bachelor of Arts in Journalism  
University of Tampa (2025)

## EXPERIENCE

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### **DirectMail2.0** **Dec 2025 - Present**

#### *Product Specialist*

- Built and launched Google Ads and Meta campaigns for partner accounts, managing targeting, geo-settings, budgets, and creative accuracy.
- Conducted detailed pre-launch audits to verify locations, audiences, tracking, and platform compliance to prevent errors.
- Monitored active campaigns and coordinated updates with internal teams to maintain performance and partner satisfaction.

### **The Minaret** **Jan 2025 - May 2025**

#### *Staff Writer*

- Wrote 10+ articles on campus events, student life, and Tampa news.
- Interviewed students, faculty, and community leaders for diverse coverage.
- Pitched story ideas and shaped themes in weekly editorial meetings.
- Created photos and multimedia to boost engagement online.

## CONTACT

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 gracegallowitz@gmail.com

## WEBSITES

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- <https://www.linkedin.com/in/grace-gallowitz-749aa4262/>
- <https://medium.com/@gracegallowitz>

## PORTFOLIO

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- <https://gracegallowitz.journoportfoliо.com>
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## SKILLS

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- **Media & Marketing:** Content creation, writing (creative & technical), video editing, social media management (Instagram, TikTok, Facebook)
- **Design & Tools:** Adobe Premiere Pro, Illustrator, Canva, Lightroom, Microsoft 365 (Excel – Pivot Tables, VLOOKUP), Google Workspace
- **Professional Strengths:** AP Style, communication, collaboration, adaptability, attention to detail, customer service, scheduling & onboarding

## Tampa Magazines. Aug 2024 - Dec 2024 *Intern*

- Wrote and edited 10+ feature articles and blog posts for Tampa Magazines
- Proofread and fact-checked content to meet editorial standards
- Contributed story ideas to a 12-month editorial calendar
- Produced niche special edition content using trends and curated visuals



## SELECTED PUBLICATIONS

- Gallowitz, G. (2025, February 3). How challenges to DEI will affect public and private universities. The Minaret.  
<https://theminaretonline.org/2025/02/03/how-challenges-to-dei-will-affect-public-and-private-universities/>
  - “DEI projects have long been part of public and private organizations, creating circumstances in which people from all backgrounds feel accepted, respected, and encouraged to succeed. But the environment is changing” (Gallowitz, 2025).
- Gallowitz, G. (2025, March 3). Influencers are becoming the new journalists. The Minaret.  
<https://theminaretonline.org/2025/03/03/influencers-are-becoming-the-new-journalists/>
  - “Imagine an age where your newsfeed is curated by people you follow on TikTok and Instagram rather than seasoned journalists in stuffy newsrooms” (Gallowitz, 2025).