

Grace Neill

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Objective

Motivated professional looking to leverage experience in the food service industry and strong interpersonal skills to contribute to impactful public relations and brand storytelling.

Education

September 2022 - April 2026
Oakland University, Rochester MI- *Bachelor of Art in Public Relations and Advertising*

Experience

Art & Beautiful Things, Wolverine Lake Mi | *Operations & Ecommerce Manager*

April 2026- Present

- Promoted to oversee daily business operations, including website updates, SEO optimization, customer communications, and order management to improve efficiency and online visibility.
- Managed and mentored interns while directing social media strategy across platforms, creating engaging content and increasing brand awareness and audience growth.
- Expanded company reach by integrating a side business specializing in rare Christmas ornaments into the main platform, helping drive sales growth and strengthen the brand's online presence.

Art & Beautiful Things, Wolverine Lake Mi | *Media and Marketing Assistant*

August 2025 - April 2026

- Spearheaded digital platform optimization to strengthen brand positioning and increase visibility, resulting in a 68% increase in website impressions, supporting media relations and integrated campaign efforts.
- Produced strategic, audience-centered content and messaging frameworks that enhanced brand storytelling and ensured consistency across owned and earned channels.
- Supported integrated marketing initiatives through social media campaign development, performance tracking, and engagement analysis, driving a 8% increase in site traffic and measurable audience growth.

Skills

Customer service, time management, multitasking, teamwork, communication, organization, attention to detail, problem-solving, adaptability, ability to work in fast-paced environments.