

Grace Neill

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Objective

First-generation college student pursuing a public relations internship where I can leverage experience in digital strategy, integrated campaigns, and stakeholder engagement to support media relations and client accounts. Committed to delivering measurable results through strategic storytelling and thoughtful research.

Education

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

Experience

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

August 2025 - PRESENT

- 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 12% increase in site traffic and measurable audience growth.

Gamma Phi Beta Sorority, Rochester Mi | *Philanthropy Chairwoman*

September 2022- January 2024

- Led strategic planning and execution of a large-scale philanthropic campaign, coordinating internal teams and external partners to ensure seamless event delivery and brand consistency.
- Developed sponsorship outreach materials and maintained corporate partner relationships, reinforcing stakeholder engagement and securing financial support.
- Drove fundraising communications efforts that raised \$6,500+ for Girls on the Run, demonstrating measurable impact through community-based campaign strategy.

Skills

Media monitoring, media list building, pitching support, strategic writing, research, campaign coordination, SEO, analytics, stakeholder relations, project management, corporate sponsorship.