

GRACE VOWELL

EXPERIENCE

Modern Luxury Dallas, Dallas, TX

June 2019 - August 2019

Marketing and Editorial Intern

- Conduct market and client research
- Supported the team at all stages of the publication process: including idea generation, fact checking, and authoring featured articles
- Assist onsite with event execution

About You Magazine

June 2018 - August 2018

Marketing and Editorial Intern

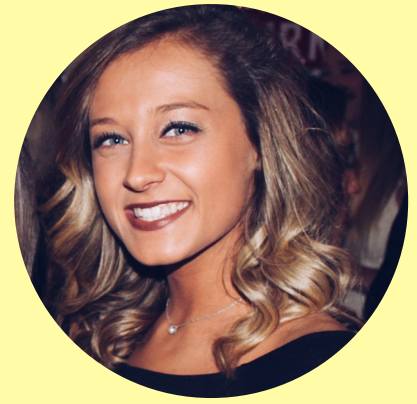
- Managed social media accounts, determined which metrics were strongest indicators of success, and frequently hit goals
- Wrote and published online articles featured in both publications
- Implemented Search Engine Optimization (SEO) in updating website, resulted in more accurate search-to-landing -page results
- Conducted research to assess potential featured stories; including interviewing persons of interest, identifying local trends and exploring community events

Annabelle's


August 2016 - January 2017


Sales Associate

- Serviced clients and gave clients advice on selecting the most appropriate and effective products based on their individual needs
- Collaborated with Accounting Department to process transactions, balance sales receipts, and calculate actual vs expected sales revenue in each vertical of the business



CONTACT

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PROFESSIONAL PROFILE

Aspiring PR/Communications professional with demonstrated experience servicing clients and working on publications across entertainment, finance, politics, and culture. Strengths include the ability to effectively communicate and network with others, a proficiency in writing, and a deep understanding of social media. Passionate about being a leader, analyzing new market trends, and thinking innovatively.

EDUCATION

2015-2019

University of Oklahoma

Bachelors of Arts in Journalism