

# Grace Collins

---

Ithaca, New York | 610-737-6932 | gracecollins9281@gmail.com | graceleanorcollins.com

## Experience

### **Cornell University, Center for Regional Economic Advancement (CREA)**

#### **Marketing and Communication Coordinator | June 2022 – Present**

##### *Marketing and Communication Intern | June 2021 – May 2022*

- Craft editorial content for program blogs and Cornell news outlets featuring the startups and entrepreneurs participating in CREA's 12+ entrepreneurship programs.
- Execute marketing and communications activities, including creating integrated marketing communication plans, promoting events, managing WordPress sites, developing email newsletters, copyediting blogs and press releases, creating and managing social media content, graphic design, and event photography.

### **Enrollment Marketing Student Assistant | Ithaca College | August 2019 – May 2022**

- Worked closely with the Director of Enrollment Marketing to strategically plan and deliver communications to prospective students and families.
- Drafted weekly messages aligned with brand voice that were sent to 300,000+ prospective students.
- Coordinated with campus partners on research and planning to achieve goals during an organizational rebrand.

### **Student Writer, Office of College Communications | Ithaca College | August 2019 – May 2022**

- Developed stories and interviewed sources for IC News, specializing in event coverage and features about student/faculty work & awards
- Regularly delivered content on tight timelines that was ready to publish with few edits.
- Guided new writers through the editorial process and managed content on Drupal (Jan 2021-Present).

## Education

### **B.S., Integrated Marketing Communications | Ithaca College | Graduated May 2022 | GPA: 3.97/4.00**

- **Honors & Awards:** Leadership Scholar Program; Park School of Communications Dean's List; Oracle Honor Society; Phi Kappa Phi; Lambda Pi Eta, Whalen Research Symposium (Award Winner); Peggy R. Williams Award for Academic and Community Leadership, Dean's Award for Outstanding Contributions to the Park School, Strategic Communications Academic Achievement Award, Scholar Athlete Recognition

## Outside of 9-5

### **Director of Promotions | IC Public Relations Student Society of America | August 2021 – May 2022**

### **Ithaca College Varsity Women's Crew | December 2020 – May 2022 | Novice Hustle Commendation**

### **Project Manager | IC Students Consulting for Non-Profit Organizations | September 2019 – May 2021**

## Skills & Abilities

- **Technical Competencies:** Microsoft Office Suite; Google Drive; Adobe Creative Cloud (Photoshop, InDesign, Illustrator); Canva, Google Analytics; MailChimp; WordPress; Salesforce; Asana, Airtable; Trello; Slack.
- **Skills:** Copywriting; Copyediting; Public Relations Writing; AP Style; Project Management; Strategic Planning; Graphic Design, Social Media Content Creation & Management; Web Content Design & Accessibility; SEO.