





GRACE WALLACE

MARKETING INTERN

CONTACT

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Evanston, IL 
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EDUCATION

Bachelor of Science
Communication Studies with a
Marketing Certificate
Northwestern University
2018 - 2022
Evanston, IL

SKILLS

Sendinblue
SEMrush
Joomla
Figma

CAREER OBJECTIVE

Seeking to bring my strong background in brand promotion to GrubHub as a marketing intern. Through my experience in content creation, market research, and social media marketing, I aim to drive customer engagement and boost brand awareness for GrubHub.

WORK EXPERIENCE

Promotional Assistant

Rotary International

2021 - current / Evanston, IL

- Developed new website with a user-friendly interface using Joomla, lowering the bounce rate by 23%.
- Grew social media following by 36% in 5 months by managing accounts with Sprout Social.
- Conducted keyword research with SEMrush to improve website SEO, **yielding a 41% increase in organic search traffic.**
- Improved donor retention by 24% by automating follow-ups in Zoho CRM.

PROJECTS

Digital Delights

Creator

2019 - current

- Produced engaging video content on the latest digital trends with a 110% increase in subscriber count in first 2 years.
- Leveraged SEMrush to target strategic keywords, leading to a **26% improvement in YouTube search rankings.**
- Analyzed YouTube analytics to optimize content strategy, increasing average watch time by 28%.
- Monetized the YouTube channel by securing strategic brand partnerships.

Brand Uprising

Brand Strategist

2021 - 2022

- Crafted a comprehensive personal brand identity reflecting unique skills, strengths, and values for academic credit.
- Designed branding materials such as logos and social media graphics in Figma to build a recognizable brand identity.
- Created a visually appealing website with Joomla that reflected the personal brand essence.
- Built email marketing campaigns with Sendinblue to promote the brand to a target audience, **resulting in a 26% open rate.**