

# Gracie Crutchfield

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## EDUCATION

### University of Miami

Miami, Florida

*Bachelor of Science in Creative Advertising*

May 2026

- **Major:** Creative Advertising
- **Minor:** Exercise Physiology
- **Relevant Coursework:** Social Media Analytics; Advertising Strategy Developments; Graphic Design; Strategic Reasoning; Healthcare Marketing; Applied Nutrition for Health & Performance; Exercise Programming

## WORK & LEADERSHIP EXPERIENCE

### SearchOwl

Remote

*Social Media Content Creator*

March 2024-Present

- Produce high-quality written, graphic, and video content that resonates with our audience and encourages interaction
- Analyze performance metrics and insights to optimize content strategy and drive continuous improvement
- Stay up-to-date with emerging platforms and technologies to explore new opportunities for brand visibility.
- Maintain brand consistency across all social media channels and ensure adherence to brand guidelines.
- Collaborate with the marketing team to brainstorm new ideas, campaigns, and promotions

### Alpha Delta Pi Sorority

Coral Gables, Florida

*Sisterhood Specialist Chair*

November 2023-Present

- Create a welcoming environment for the new sisters
- Plan fun bonding events to unite everyone
- Promote a sense of pride in Alpha Delta Pi and a strong sisterhood in our chapter

### Keg n Kitchen

Westmont, New Jersey

*Hostess & Food Runner*

May 2023-Present

- Welcome customers at the door and show them to their table
- Answer phone calls respectively and take online orders tentatively
- Assist the servers in delivering food to their tables while providing high level customer service

## SKILLS, ACTIVITIES & INTERESTS

**Certifications & Training:** CPR certified

**Skills:** Web Design- HTML & CSS

**Activities:** Ronald McDonald Teen Advisory Council Member, Club Swimming, Elevate Runway Fashion Club, Exercise Physiology Student Organization