

Gracie Crutchfield

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EDUCATION

University of Miami

Miami, Florida

Bachelor of Science in Creative Advertising

May 2026

- Major: Creative Advertising
- Minor: Psychology

WORK & LEADERSHIP EXPERIENCE

Tara Ink

Miami, Florida

Public Relations Intern

August 2024-Present

- Assist with media placements, blogger relations, and social media management
- Aid in organizing and executing special events and client meetings
- Update media lists, conduct research, and participate in brainstorming sessions

Good Molecules

Hybrid

Brand Ambassador

August 2024-Present

- Raise awareness for Good Molecules on campus through social media, events, and word-of-mouth
- Create and share content that resonates with peers, driving interest in the brand's skincare products
- Gain marketing, project management, and networking experience while representing the brand

Keller Williams Realty

Haddonfield, New Jersey

Social Media Manager/Content Creator

May 2024-August 2024

- Created and managed social media content to boost engagement and brand presence
- Increased audience growth by analyzing metrics and optimizing strategies
- Promoted property listings and market trends on platforms like Instagram and Facebook

Alpha Delta Pi Sorority

Miami, Florida

Sisterhood Specialist

December 2023-December 2024

- Created and managed social media content to boost engagement and brand presence
- Increased audience growth by analyzing metrics and optimizing strategies
- Promoted property listings and market trends on platforms like Instagram and Facebook

SKILLS, ACTIVITIES & INTERESTS

Skills: Web Design- HTML & CSS, Canva, Adobe Photoshop

Activities: Orange Umbrella, Cannes Lions Festival 2024, Club Swimming & Field Hockey, Ronald McDonald Teen Advisory Council Member