

Cassidy Grimsley

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SKILLS

- High media literacy in all social media applications.
- Regularly writes for both academic and personal use, formatting both professional and warm sequencing.
- Routine experience organizing marketing campaigns and identifying compelling features within a brand.
- Diverse in communication standpoints, from professional, casual and supportive.

EXPERIENCE

Smiles for Jake, Brainerd MN— *Marketing Intern*

May 2025 - August 2025

- Managed documentation and communication with both individuals and businesses. Navigated with communicating the needs of the organization but also gaining rapport within the community.
- Planned non-profit events while highlighting the central message. Handling schedules, locations and budget management.
- Inventory management with office supplies, merchandise and marketing assets.

Ernie's on Gull, Brainerd MN — *Server*

May 2021 - July 2024

- Handled complex orders from guests, striving to cultivate a great dining experience.
- Maintained relationships and conversations with regular customers and co-workers, furthering the connection within the restaurant.
- Regularly multitasked for the benefit of multiple tables without compromising on quality.

TARGET, Brainerd MN— *Human Resource Expert*

August 2022 - May 2023

- Analyzed Human Resources progress data, organized it into viewable and accessible content, then communicated goals and needs to the leaders for further efficiency.
- Provided support during organizational transitions, minimizing disruptions to daily operations while ensuring fair treatment of all employees.
- Built rapport with Team Members, and became a dependable support for them when voicing their concerns.

EDUCATION

University of Minnesota Duluth, Duluth MN — *Bachelor of Arts.*

August 2024 - PRESENT

- Communications Major in the College of Arts, Humanities and Social Sciences
- Marketing Minor in Labovitz School of Business and Economics

COMM 1000 Human Communication Theory

COMM 3555 Mass Media Addiction

COMM 3700 Interpersonal Influence

EDUC 4234 Science, Technology, Society

WRIT 1120 College Writing

COMM 1020 Communicating Difference

COMM 2025 Comm Inquiry: Rhet, Hist Method

COMM 2030 Comm Inquiry: Social Science

COMM 3505 Media Communications

COMM 4397 Internship in Communication

MGTS 1101 Introduction to Business

ACCT 2005 Survey of Accounting

ECON 1022 Principles of Econ: Macro

ECON 1023 Principles of Econ: Micro

MIS 2201 IT in Business

WRIT 3140 Adv Writ: Human Services

Central Lakes College, Brainerd MN — *Associate of Arts*

August 2023 - May 2024

- Communications Transfer Pathway, with an independent study on Small Group Communications
- Dean's List Spring Semester 2024
- 3.5 GPA

Brainerd High School, Brainerd MN — *High School Diploma*

September 2019 - June 2023

- Capstone Project: Esteemed safety of parental units with their child's media usage. In this project, I conducted research within my local community, surveying parents about the frequency, applications, and safety within their child's internet and media usage.
- Student Council Member
- Completed AP course in Seminar, Research, World History, Government, Biology.

