

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.

