

# Grace Learn

gracelearn2020@u.northwestern.edu | 949 584 0034 | glearn12.github.io

## EDUCATION

### Northwestern University

March 2020

Bachelor of Arts in **Psychology**

Certificates: *Segal Design* | *Medill Integrated Marketing and Communications*

Relevant Courses: Consumer Insights, Strategic Communications, Consumer Psychology, Data Journalism, Research for Marketing Communications, Media Innovation, Social Behavior Online

## PROFESSIONAL EXPERIENCE

### Apple (Culver City) | Brand Marketing Intern

June-Sept 2019

- Constructed strategic briefs to inform the creative team at Beats by Dre for a \$6M global ad campaign featuring Billie Eilish and Pharrell Williams
- Wrote and edited copy for Beats by Dre playlists, utilized by Apple Music and external talent
- Created pitch decks promoting music and sports talent to collaborate with Beats on new products
- Facilitated a focus group and converted comments to data points for a marketing reference guide for Beats executives

### United Airlines (Chicago, IL) | Sales and Business Development Intern

Aug 2018-June 2019

- Identified campus sales opportunities by strategically forming partnerships with student organizations
- Developed a contract for NU Ski Trip for 800 students traveling to Breckenridge, CO
- Managed and facilitated information sessions about MileagePlus benefits surrounding the trip; Converted 55% of students to flight sales and MileagePlus membership
- Oversaw sponsorship deals with NU Dance Marathon and Dillo Day, building early brand loyalty with 1,000s of students

### Airbnb (remote) | Service Design Research - Client Project

Jan-June 2019

- Designed a portfolio of solutions to increase customer loyalty for high-end leisure travelers
- Prototyped a digital membership program and text concierge using Figma
- Analyzed data from 85 high-end leisure travelers; Presented research and recommendations to design research team

### Precision Effect (Costa Mesa, CA) | Media and Engagement Intern

June-Aug 2018

- Analyzed web data, and created digital solutions for current healthcare clients and new business pitches
- Formatted decks and dashboards on web KPIs and traffic flows using Google Analytics for **Johnson & Johnson** and **Nerlynx**
- Designed wireframes using Sketch for a new **Cologuard** website and web directory to highlight KPIs

## LEADERSHIP EXPERIENCE

### Institute for Student Business | Director of Accounts

Mar 2018-Mar 2020

- Identified new clients, ranging from campus groups to Fortune 500s, for student led-marketing projects
- Oversaw 4-5 team projects per quarter to ensure alignment with client needs
- Led a market research project on Gen Z traveling habits for United, resulting in the United Airlines Young Adult Program
- Implemented a carbon offsets program for 18-22 year old travelers at United that was featured in the Washington Post

### Zeta Tau Alpha | Director of Philanthropy; Director of Academic Achievement

Sept 2018-June 2019; Sept 2019-Mar 2020

- Led a committee to plan and market "Think Pink" week; raised \$2000 for breast cancer awareness
- Utilized ZTA's relationship with the NFL to coordinate passing out 5,000+ ribbons at Bears games
- Organized a slack channel for the chapter to facilitate mentorship between upper and lower classmen
- Established academic goals for chapter and mentored members struggling with academics

### Unity Charity Fashion Show | Head of Social Media Marketing

Mar 2018-June 2018

- Activated social media strategy to promote UNITY's fashion show raising money for Chicago Public Schools
- Collaborated with Chance the Rapper's foundation to create a joint campaign using the hashtag #SupportCPS
- Highlighted student designers from CPS providing a platform to showcase their work

## SKILLS & INTERESTS

**Marketing:** Google Data Studio, Google Analytics, AdWords, Salesforce

**Design:** Wireframing (Figma + Sketch), Adobe Suite (PS, Illustrator, Premiere Pro)

**Development:** HTML, CSS