

Grace Gallivan

University of Texas alumna with a *cum laude* degree in Advertising & Business Foundations. Creative yet analytical self-starter with a proven ability to lead projects from ideation to completion. Actively looking to be a part of a hard-working and highly collaborative team.

CONTACT

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EDUCATION

120 Hour TEFL Degree

TEFL Graduate | August 2021

B.S. Advertising & Minor in

Business Foundations

The University of Texas at
Austin | May 2020

Dean's List, *cum laude* - GPA:
3.85

International Experience

IES Abroad | Spring 2019
Barcelona, Spain

PLATFORMS & SKILLS

Microsoft Office Suite
Google Ads
Facebook Ads Manager
DoubleClick Ad Manager
Data Analysis
Media Strategy & Planning
Training & Development
Communication & Negotiation
Public Speaking
Infographic and Deck Design

EXPERIENCE

Team One Advertising Agency | Los Angeles, CA

Assistant Media Planner | November 2020 - October 2021

- Strategized and executed multimedia campaigns across social, print, broadcast, radio and out of home channels
- Reviewed and analyzed product facts and applications, and determined appropriate marketing methods for relevant products
- Analyzed data on media purchase costs, trends, and availability
- Organized and administered advertising payments
- Created presentations to highlight strategies and results of campaigns

Digital Asset Management Intern | June 2019 - August 2019

- Maintained company's imagery in a digital library for ease of storing, organizing, and retrieving digital assets
- Created metadata for data rights and permissions of digital assets and monitored authorization for content use of digital assets
- Trained employees from other departments to access and navigate the digital asset library and provided IT assistance for troubleshooting problems
- Spearheaded a team of five fellow interns to win second place in a company-wide project to create an advertising campaign and pitch for Team One's largest client, Lexus

University Panhellenic Council | Austin, TX

Kappa Alpha Theta Chapter Member | 2016 - 2020

- Academically counseled fellow chapter members in the Moody Communications School
- Fundraised over \$1 million dollars for the non-profit organization, Court Appointed Special Advocates, through various philanthropic events

Recruitment Guide | May 2018 - August 2018

- Represented University of Texas Panhellenic Council during sorority recruitment process, assisting in the planning and organization of recruitment
- Guided over sixty women throughout the entirety of sorority recruitment, serving as a mentor and point of contact during the process to each individual