

Gracie Simons

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EDUCATION

James Madison University, Harrisonburg, VA

Expected Graduation: May 2027

BBA: Media Arts and Design

Cumulative GPA: 3.250

Concentration: Interactive Design

Dean's List Spring 2025

WORK EXPERIENCE

Campus Marketing Intern, Habits365 Greek, Harrisonburg, VA

October 2025– Present

- Build meaningful relationships with Greek organizations to understand their apparel needs
- Partner with Greek organizations to design and develop custom merchandise for events
- Manage orders while ensuring a seamless experience from design to delivery
- Drive brand awareness and sales by promoting on campus

Campus Representative, The Collegiate Lineup, Harrisonburg, VA

January 2025– October 2025

- Partner with student organizations to coordinate custom apparel orders
- Collaborate with clients and designers to ensure branding and design goals are met

Barista, Bare Blends, Sarasota, FL

May 2025 – Present

- Prepared and served vegan smoothies bowls, juices, and meals while maintaining high standards of presentation and quality
- Delivered excellent customer service by assisting guests with dietary preferences
- Ensured a clean and safe environment in line with food safety and sanitation guides

Camp Counselor, Nathan Benderson Park Development, Sarasota, FL

May 2024 – August 2024

- Instructed boating safety and learning necessary for earning a Florida Boater's License
- Led paddle sports and fishing activities while ensuring a safe and engaging environment

Retail Associate, Marmalade Surfside Boutique, Sarasota, FL

May 2021– September 2022

- Delivered high-quality customer service and supported daily retail sales
- Organized store operations, maintaining an appealing workspace

EXTRACURRICULAR ACTIVITIES

Merchandise Chair, Alpha Delta Pi Sorority, Harrisonburg, VA

January 2025 – Present

- Designed custom apparel and accessories for 200+ members
- Ensured brand consistency and chapter identity
- Managed vendor relations and pricing with bulk orders
- Collaborated with committees and the executive board to create merchandise for events including recruitment, philanthropy events, and more
- Oversaw distribution of merchandise

Member, Alpha Kappa Psi, Harrisonburg, VA

September 2025 – Present

SKILLS AND CERTIFICATIONS

Technical Skill(s): UX Design, GitHub, Bootstrap, CSS, HTML, Adobe Dreamweaver, Adobe Illustrator, Adobe Photoshop, Adobe InDesign