

Grace Chi

MONMOUTH JUNCTION, NJ 08852

C: 908.922.5566

E: grace.s.chi@gmail.com

LinkedIn: graceschi

Marketing Driven Engagement -

the authentic narrative of your value proposition,
clearly communicated and beautifully demonstrated.

EDUCATION

Rutgers University, May '14

Art History and Psychology,

Highest Honors

GPA: 3.98

MERITS

Dean's List (all semesters), '10–14

James Dickson Carr Scholarship, '10–14

Quigley Memorial Scholarship, '13–14

Aresty Research Fellowship, '13–14

Flaherty Award, Excellence in Research, '14

Class of 1925 Scholarship, '13–14

Class of 1969 Scholarship (2), '11–13

SAS Honors Study Abroad Scholarship, '13

Art in Paris Study Abroad Scholarship, '13

Summer Global Reach Scholarship, '13

Academic Excellence Award, '11–12

MENTORSHIP

Rutgers School of Arts and Sciences,

Alumna Mentor

Rutgers Career Services, Mock Interviewer

Rutgers Student-Alumni Career

Connections, Professional Mentor

Rutgers Honors Program, Preview Day/

Shadowing Program Mentor

SKILLS

English

Chinese (Mandarin)

Programs:

Microsoft: Office

Adobe Acrobat Pro, Creative Suite

Deltex CRM

Campaign Monitor

Social Media

Drupal

Camtasia

ImageJ (NIH)

SigmaPlot

SPSS

Studio & Fine Arts

EMPLOYMENT

Marketing Manager, KSS Architects | Princeton, NJ

8.15–present

- Advancing the firm mission by positioning marketing as a trusted adviser; strategic resource, and vehicle for **knowledge sharing**
- Functioning as the core of all marketing-related **information infrastructure, communications, content generation, and media/PR presence**
- Transforming high-level business strategies into unified **narratives** and messages across print, digital, social media, and web platforms
- Collaborating with leadership to execute initiatives and campaigns to maximize intellectual, digital, and human capital **investments**
- Maintaining, educating, and reinforcing **organizational identity and branding** across firm deliverables
- Engaging entrepreneurial approaches to empower and assess individuals, teams, and firm to resolve challenges, spur **positive transformation**, and prioritize well-being
- Establishing systems to optimize operations—increasing quality of: **proposals, publications, ads, photography, awards, conferences**
- Additional responsibilities: hiring, budget, design reviews, leadership & business development, operational reporting design

Marketing Coordinator, SJH Engineering, P.C. | Princeton, NJ

8.14–8.15

- Established brand identity through aesthetically cohesive material, focusing on **original designs** and **written collateral** relevant to professional engineering; developed original graphics, templates, and collateral customizable and modifiable for future pursuits
- Prepared **individualized responses** to over 100 pursuits nationwide in more than 10 disciplines
- Participated in **strategic planning** and **growth** through ads, events, award submissions, and conferences

Program Assistant, CILS PhD Program | New Brunswick, NJ

5.12–7.14

- Created **distributive materials** (Handbook, Newsletters, Directories, Posters) and updated **news streams** for 500+ recipients
- Executed orientations and events; collaborated with **professors, students, and staff** on financial, academic, and logistical tasks

NOTABLE PROJECTS

Il Santo Reconstruction Design, Rutgers University

7.13–10.13

- Diagrammed Italian Renaissance choir screens (published in textbooks and national conferences)

CA2 Neuroscience Research, Rutgers University

8.12–5.14

- Completed an honors thesis researching the neural correlates of hippocampal CA2 and object–place learning

URML & RE Webinar Initiative, Siemens AG

7.11–8.12

- Composed graphical notations for the first RE program to ever integrate hazard, goal, and product modeling systems; designed the RE handbook and marketing materials
- Supported training programs in webinar design, mailings, and feedback evaluation; executed forums in a committee