



GRACE DAWSON

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Minnesota | WWW: <https://gracedawson55.wixsite.com/grace-marie-designs>

Summary

Motivated professional brings value to collaborative marketing role opportunity. Excellent organizational, planning and communication skills with passion for positively impacting customer bottom-lines with creative and engaging marketing copy. Trained in social media management, audience engagement and marketing campaign development. Familiar with online and traditional marketing methods. Skilled in campaign development, trend tracking and project coordination. Dedicated to using appropriate language, graphics, and marketing collateral to create effective messaging.

Skills

- Mac OS
- Microsoft Suite
- Canva
- iMovie
- Planning Center
- Social Media Interface: Instagram, Tik Tok, LinkedIn, X
- Slack
- Notion
- Copywriting
- Data Collection
- Data Analysis
- Content Creation
- Project Support
- Campaign tracking
- Search Engine Optimization
- Client Engagement
- Administrative Support
- Content Curation
- Team Collaboration
- Mobile Marketing
- Editing and proofreading
- Analytics reporting
- Wix
- Shopify

Experience

River Valley | Maple Grove, MN

Leadership Internship

05/2023 – Current

- Scheduled teams and contacted individuals on a weekly basis
- Meet weekly with team members and supervisors
- Assisted in the River Valley's social media and online presence, including managing social media, leading to increased online engagement.

Storyarb | Remote

Marketing Intern

10/2023 - 05/2024

- Collaborated with various teams, such as graphic design and content creation, to develop marketing materials
- Conducted market research to identify target audiences and potential business opportunities
- Updated customer data collection tools and templates
- Monitored competitors' activities to stay informed about industry trends and best practices
- Kept up to date with online and offline marketing industry trends.

Mortarr and ecomedes | Albert Lea,
Minnesota

Marketing Intern

12/2022 - 05/2023

- Crafted compelling copy for social media posts, the forum, and newsletters
- Helped with social media strategies by researching trending topics and hashtags
- Boosted brand awareness with fresh, engaging marketing collateral

- Assisted senior marketing professionals by compiling information on market trends and competitors
- Developed creative content for existing brands and planned campaigns
- Assisted with creating and implementing marketing campaigns
- Reviewed marketing materials for consistency in messaging, tone, style, and branding guidelines
- Maintained company social media accounts by scheduling posts and monitoring engagement
- Took meeting notes and flagged action items
- Collaborated with various teams, such as graphic design and content creation, to develop marketing materials
- Proofread and quality-checked marketing content
- Participated in brainstorming sessions to generate new ideas for campaigns or promotions
- Conducted market research to identify target audiences and potential business opportunities.

Crossroads Church | Albert Lea, MN
Worship Leader Internship
 08/2019 - 05/2022

- Scheduled worship teams on planning software
- Orchestrated team worship times and planned worship sets
- Led worship practices and taught middle schoolers how to play their instruments.

Education

North Central University | Minneapolis, Minnesota
Bachelor of Science (B.S.): Marketing
 08/2024

Riverland Community College
Associates of Arts
 05/2022

Albert Lea High School | Albert Lea, MN
High School Diploma
 05/2022

Websites, Portfolios, Profiles

- <https://gracedawson55.wixsite.com/grace-marie-designs>

Certifications

Mimic Pro Certificate
 Completed on: April 17, 2023
 Social Media Simternship™ Certificate
 Completed on: November 09, 2023

