

Grace Barnes

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EDUCATION

UNIVERSITY OF KENTUCKY

B.S. IN DIGITAL MEDIA & DESIGN AND INTEGRATED STRATEGIC COMMUNICATIONS | *AUGUST 2016 - MAY 2020*

GPA: 3.95/4.00, Summa Cum Laude

Awards: CFA Dean's Scholarship Recipient, Provost Scholarship Recipient

Study Abroad: Florence University of the Arts

WORK EXPERIENCE

HOLY TRINITY PARISH SCHOOL

TECHNOLOGY AND ROBOTICS TEACHER | *AUGUST 2021 – PRESENT*

Responsible for developing curriculum and daily lesson plans to present to students in an enticing and intriguing way. Working with students from grades Pre-K to 8th, focusing on internet safety, typing skills, coding, robotics, design softwares and 3D printing. Evaluating and revising content in order to facilitate and optimize the classroom discussions and learning in real time. Utilizing a wide range of instructional and innovative approaches to provide dynamic classroom content and activities.

J&L MARKETING

DIGITAL MARKETING SPECIALIST | *DECEMBER 2020 – AUGUST 2021*

Built out and managed extensive, multi-platform digital marketing campaigns as well as monitoring and analyzing analytic data to optimize effectiveness of campaigns and content. Utilize data-driven insights to identify and target audiences with an innovative and forward-thinking mindset. Also responsible for regular client communication, support and customer service.

BROWN-FORMAN

INTERN: MODERN MEDIA AND DIGITAL MARKETING TEAM | *SUMMER 2019*

Worked with Herradura and El Jimador to establish social media campaigns and constructed various templates for future campaign content. In addition, interpreted and incorporated analytic trends from digital platforms, managed brand distributor social content, executed marketing strategies, and worked with brand consumer relations.

INTERN: NORTH AMERICAN REGION ROUTE TO CONSUMER TEAM | *SUMMER 2018*

Worked to generate internal websites, identify and interpret analytic trends from various digital platforms and execute marketing strategies. Additionally, designed and executed the printing of internal publications, constructed brand event invitations, produced video tutorials and generated logos.

LEADERSHIP

DANCEBLUE

GRAPHIC DESIGN COORDINATOR | *APRIL 2019 – APRIL 2020*

Served as part of the DanceBlue Leadership Team as an in-house graphic designer to create promotional materials and design graphics for annual and special events, social media, fliers, shirts and other merchandise.

PROGRAMMING COMMITTEE | *APRIL 2017 – MARCH 2019*

Planned, coordinated and executed the 24 hours of the charitable dance marathon.

KAPPA ALPHA THETA

CHIEF ADMINISTRATIVE OFFICER | *2018*

Served on the Executive Committee and Cabinet, responsible for chairing Administrative Committee, Bylaws Committee, Nominating Committee and Risk Prevention Team for the Gamma Iota chapter.

SKILLS

EXPERIENCED IN

Adobe InDesign, Photoshop, Illustrator, Dreamweaver, XD, Premiere Pro, Bridge; Google Forms, Ads and Analytics Certified; iMovie; Final Cut Pro; Engage360; Social Studio; SmartSheets; Facebook Business Manager, Facebook IQ; Microsoft Word, Excel, Outlook, PowerPoint; Keynote; Basic knowledge of HTML and CSS.