

GRACE EBERTS

Washington, DC • 919.593.7953 • graceeberts@gwmail.gwu.edu
<https://graceeberts.com/> • www.linkedin.com/in/graceeberts

EDUCATION

GEORGE WASHINGTON UNIVERSITY, Columbian College of Arts and Sciences

Bachelor of Arts: Double Major in Philosophy (Public Affairs) and Communication

Minor: Dance

Thacher Reynolds Research Fellow

“An Ameliorative Analysis of Autism Spectrum Disorder”

Washington, DC

August 2020 - May 2024

GPA: 3.94; Dean's List

Philosophy Department, August 2023 - May 2024

EXPERIENCE

HEADCASE MARKETING

Multimedia Executive Intern

Dublin, Ireland

June 2023 - August 2023

- Contributed to proposal development and rollout of five briefs for interactive consumer experiences and OOH marketing activations. Client team member for Teelings Whiskey, Diageo, AnPost Postal Service, and 7UP accounts.
- Briefed event staff, developed merch budgets, and designed mockups of event spaces for live client events.
- Created seven company decks, including five responses to prospective client briefs and two supply presentation decks.
- Worked with the business development team to improve the firm's online presence by designing five LinkedIn graphics, social media copy for LinkedIn posts, and analyzing key performance indicators to improve strategy.

COMMUNICATION DEPARTMENT, GEORGE WASHINGTON UNIVERSITY

Communications Intern

Washington, DC

January 2023 - May 2023

- Selected as part of a three-person team to develop the first communication strategy for the Communication Department based on coursework that generated attention from administration.
- Designed and wrote department-wide bi-weekly newsletters, managed social media, and engaged faculty, students, and alumni.
- Redesigned department website to improve public presence and promote the Communication major to current and prospective students, including organizing a department photoshoot and creating an alumni database of 150+ contacts for student networking.
- Surveyed and interviewed students, faculty, and alumni to build a plan for fostering department culture and community, while balancing the needs of constituents.

GRIT STUDIO

Digital Marketing Intern

Washington, DC

June 2022 - August 2022

- Researched and contacted 200+ brands and influencers for partnerships with clients across the beauty, lifestyle, and real estate sectors.
- Managed two client social media platforms through daily community engagement, analytics reports, and live event coverage.
- Designed ten or more pieces of content each week for TikTok, Instagram, and LinkedIn, as well as scheduled posts and analyzed performance data to update strategy each week.
- Created two or more pieces of content each day for clients' social media accounts, including TikTok and Instagram content and scheduled and analyzed posts using social media planning platforms.
- Wrote at least five blog posts or SEO articles and newsletter copy each week to interact with client communities and increase engagement between brands and consumers.

WOODROW WILSON CENTER, CANADA INSTITUTE

Communications and Media Intern

Washington, DC

January 2022 - May 2022

- Managed the Canada Institute's social media accounts and scheduled at least four posts per day ensuring a steady stream of content promoting new publications, podcasts, and upcoming events.
- Worked with staff, fellows, and scholars to design promotional content for the Institute's programming.
- Prepared reports on the impact of COVID-19 on the arts in Canada and published a multi-page infographic summarizing findings.
- Collaborated with team members to coordinate two in-person events for congressional staffers, lobbyists, and fellows.

SKILLS & ACTIVITIES

Technical: Google Suite, WordPress, Canva, Later, Sprout Social, Social media, TikTok, Drupal, MailChimp, R Studio

Languages: Latin (basic), French (basic)

Free People Movement - Retail management team, Washington, DC

May 2022 - Present

Alpha Kappa Psi, Beta Mu Chapter - Member, George Washington University

January 2021 - Present

Active Minds at GW - Member, George Washington University

September 2020 - Present

GW Local - Editor in Chief, George Washington University

September 2020 - Present