


Grace Millsap

<https://gracemillsap.wixsite.com/gracemillsap>

205-603-4229 

grace.millsap@gmail.com 

millsap_grace 

Summary

Aspiring marketing professional with strong communication skills and a desire to make an impact. Proven ability to collaborate with others and manage marketing projects through a creative and organized approach.

Experience

Communications & Marketing Intern | LDR Advisory Partners

Jan 2021 - Present

- Collect and analyze marketing data to assist team members in tracking social media activity and web presence
- Monitor competitors, social trends and market opportunities for internal and client teams to create and schedule monthly and weekly content calendars in Google Sheets
- Provide monthly reports on social media performance with a 400% growth in LinkedIn followers in one month
- Create, proofread and edit copy to ensure consistent messaging and voice for 3 brands across social media and the web

Campus Ambassador | Pearson

July 2019 - Present

- Facilitate demonstrations to boost knowledge of Pearson's technology products to 800+ students and faculty
- Implement creative ways to promote communication between 130+ remote campus ambassadors and team managers as part of the Communications Committee
- Lead Back-To-School efforts to troubleshoot student issues with a local sales representative, generating over \$220,000 Direct to Student sales in spring 2021

Digital Media Intern | Louisiana Office of State Parks

Aug 2020 - Dec 2020

- Redesigned and updated the Louisiana State Parks and Historic Sites brochure
- Tracked social trends and provided ongoing social listening for 40 state parks and historic sites
- Composed and edited social media content as requested, helping to increase reach on Facebook by over 20% and Instagram by over 300% over the course of five months

Education

Louisiana State University, Baton Rouge, La.

Expected May 2021

Bachelor of Science, Marketing

GPA: 4.01

Minor: Mass Communication, Public Relations

Related Coursework: Marketing Management, Digital Marketing, Social Media and Digital Brands, Marketing Analytics, Visual Communication, Marketing Research, Social Media Strategy, Marketing Communications

Skills

Relevant Certifications: Google Analytics for Beginners, Hootsuite Social Marketing, Hootsuite Platform Certification, Certiport Communication Skills for Business

Professional Skills: Microsoft Office (Excel, Word, PowerPoint), Adobe Suite (InDesign, Illustrator, Photoshop Acrobat DC), Google Business, social media management (Facebook, Instagram, Twitter, LinkedIn)

Honors and Activities

Activities: Delta Sigma Pi, LSU PRSSA, LSU Advertising Federation, LSU Society of American Foresters

Honors: Lyttleton T. Harris IV scholarship, President's Honor Roll, Dean's List, PCA Blogger of the Semester