



# Grace Scheidler

## Public Relations Specialist

Aspiring communications professional with experience at various American public relations firms with consumer, influencer, internal, and healthcare work. Recent graduate of the University of Notre Dame, she oversaw the planning and execution of a 1,600 person half marathon that raised over \$30,000 for charity. While at University, she also served as a Resident Assistant and wrote an award-winning senior thesis. To make up for a pandemic-canceled study abroad experience, she currently works as an English teacher in Madrid, Spain, further improving her (Spanish!) communication skills.

## Contact

### Phone

Upon request

### Email

gscheidler7@gmail.com

### Address

Upon request

## Education

2018-2022

### Bachelor of Arts in American Studies, Economics

University of Notre Dame

South Bend, IN, USA

Dean's List 7/8 semesters, member of the Glynn Family Honors College, and recipient of the Elizabeth Christman Best Thesis award

## Expertise

- Media Relations
- Project Management
- Content Creation
- Microsoft Office Suite
- Spanish
- Copywriting

## Languages

English

Spanish

## Experience

### June 2022-September 2022

FleishmanHillard | Chicago, IL, USA

#### Public Relations Intern

- Drafted, pitched, and secured client coverage in local and national outlets, such as ABC15, Thrillist, and Food&Wine
- Created campaign recap documents and presentations for clients
- Formatted and monitored influencer content
- Helped develop and analyze online survey data for health care provider (HCP) work
- Monitored and tracked traditional, online, and social coverage across multiple different accounts
- Developed targeted media lists
- Created weekly and monthly food industry trend monitoring reports for internal distribution

### June 2022-present

Greenbarry Marketing | Lake Forest, IL, USA

#### Communications Associate

- Created social media and web content for various clients such as Lake Forest Pediatrics and Judith's Hair Studio such as Instagram posts, newsletter ads, long form blog posts, and press releases

### June 2021-August 2021

Weber Shandwick | Chicago, IL, USA

#### Consumer Public Relations Intern

- Created a weekly internal newsletter that went out to the national Media Relations team
- Created various campaign materials such as pitches, media briefing books, and media lists
- Wrote campaign recaps for clients

### June 2021-April 2022

University of Notre Dame Holy Half Marathon | South Bend, IN, USA

#### Race Director

- Successfully oversaw all aspects of the planning and execution of the annual on-campus Holy Half Marathon and 10k after a 2-year pandemic-induced hiatus
- Worked with campus groups and outside vendors, sponsors, and charities to put on the 1,600 person race
- Managed various planning committees
- Designed content for and managed social channels for the event
- Raised over \$30,000 to donate to 3 charities

○ **February 2020-May 2022**

University of Notre Dame Campus Ministry | South Bend, IN, USA

**Social Media Coordinator**

- Managed and created visual and written content for the several social media profiles for Notre Dame Campus Ministry
- Developed content calendars and various targeted campaigns to drive account growth and content engagement

○ **August 2021-May 2022**

University of Notre Dame, Walsh Hall | South Bend, IN, USA

**Resident Assistant**

- Served on the Hall Staff for one of the mixed grade level residence halls at Notre Dame
- Worked to build community through social, charitable, athletic, and spiritual events in my section and the whole dorm
- Provided a support system for residents through personal difficulties and dealing with the everyday stress of college

○ **June 2019-August 2019**

AbbVie Ad Agency | Mettawa, IL, USA

**Editorial Intern**

- Wrote and edited professional-level documents, organized materials, and completed various clerical tasks to support editorial operations within AbbVie Ad Agency

## References

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*Upon request*