Grace Collins
(443) 679-6419 | gcc5155@psu.edu

EDUCATION

The Pennsylvania State University — State College, PA
Bellisario College of Communications — May 2023
Bachelor of Arts in Public Relations — GPA: 3.28
Digital Media Trends and Analytics Minor — Dean's List 3/6 Semesters

Institute for the International Education of Students (IES) — Rome, Italy
Studying the History and Art of Italy — January 2022- May 2022

RELEVANT EXPERIENCE

Crosby Marketing and Communications — Annapolis, MD
Public Relations and Media Buying Intern — June 2022 – August 2022

- Produced a media plan for one of the company's largest clients with SWOT analysis, campaign planning and continued steps after implementation and evaluation
- Prepared and pitched press releases to local and national media outlets for clients
- Entered TV media buys online using the Strata software

Public Relations Student Society of America (PRSSA) — State College, PA
Digital Media and Events Committee — September 2019 – September 2021

- Taught new members the basics of Public Relations and how different aspects are used in the industry
- Created graphics for the Penn State PRSSA social media accounts
- Planned and executed pandemic-safe in-person and virtual events for Penn State's THON during COVID-19

WORK AND CAMPUS INVOLVEMENT

Pi Beta Phi, Pennsylvania Epsilon Chapter — State College, PA
Director of Membership Selection — October 2020 – November 2021

- Recruited a pledge class of 67 women based on the chapter's values out of 1,500 women for formal recruitment in January 2021
- Developed Microsoft Excel sheets of current members and potential new members with relevant information
- Trained members of the chapter on recruiting and necessary technological aspects needed

Pussers Caribbean Grill — Annapolis, MD
Server and Head Hostess — Summer Seasonal

- Committed to providing thorough customer service while serving an 8-table section on weekends
- Trained new hosts when not serving on restaurant etiquette along with the computer systems
- Completed all side work assigned while assisting managers with other necessary tasks of the restaurant

SKILLS

- Google Analytics Individual Qualification
- Google Ads Certification
- Muck Rack Fundamentals of Media Relations Certificate
- Hootsuite Certification
- Microsoft Office and Adobe Creative Suite Proficiency