

# Grace B. Haile

gracebhaile@gmail.com  
(919)-634-8555

[www.linkedin.com/in/gracehaile](http://www.linkedin.com/in/gracehaile)

## EDUCATION

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**University of North Carolina at Chapel Hill** – Chapel Hill, NC May 2024  
*Advertising and Public Relations Major*

- GPA 3.644

**Florence University of the Arts** - Florence, Italy May 2023

### Honors and Awards

- UNC Hussman School of Journalism and Media Sweeney Experience Scholarship (Merit Scholarship)

## EXPERIENCE

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**Convergence Media** – Washington, D.C. June 2023 – July 2023

### Intern

- Conducted and analyzed research on clients to better understand and grow their personal brands
- Communicated and clarified project assignments with team members and leadership
- Drafted thoughtful proposals for social media accounts to the Convergence Media Leadership Board
- Listened, participated and contributed to ~ 3 client calls and creative strategy meetings daily
- Shared a client's story by editing and creating client landing pages via WordPress and Iterable

**Heelprint Communications**- Chapel Hill, NC October 2021- Present

### Client Associate

- Communicate weekly with client and report back to Heelprint Headquarters regarding client updates and successes
- Conduct thoughtful research on client and their markets to properly strengthen their relationship with the public and increase business
- Draft and present earned media to client to send out to its publics and target markets

**Hawkers Restaurant** – Chapel Hill, NC June 2022-August 2022

### Hostess

- Managed a comprehensive seating chart to accommodate server preferences equitably
- Formed relationships with customers to help increase guest retention
- Accommodated and handled guests' requests for ~100 customers per shift to ensure excellent service

**Copper Penny Boutique** – Raleigh, NC and Charleston, SC May 2018 - June 2020

### Sales Associate

- Managed ~ \$3,000 of customer transactions daily
- Recommended and handled service inquiries from customers and owners
- Successfully met the monthly goal of making \$75,000 and wrote over 100 thank you cards to customers who spent \$500+

## RELEVANT COURSE WORK

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**FOX Sports University (Senior Capstone Course: PR Campaigns)** August 2023- December 2023

### Project Manager

- Facilitated and initiated weekly team meetings with 7 other student teammates
- Conducted research on FOX Sports College Football pre- and post-game personalities to better comprehend personal brands
- Presented a case study on a relevant PR event revolving around college football
- Applied relevant skills and strategies to develop an effective campaign presented to FOX Sport University leadership

**DraftKings Team Project (Sports Communications Course)** January 2023 – May 2023

### Account Associate

- Worked on a team of 11 to develop a PR campaign to effectively infiltrate new advertisements into The Dan Le Batard Show
- Applied relevant skills and strategies to produce an effective campaign and case study pitched to upper management
- Conducted research to develop realistic objectives and strategy tactics through surveys, focus groups and interviews

## LEADERSHIP AND COMMUNITY INVOLVEMENT

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**Alpha Sigma Chapter of Delta Delta Delta** – Chapel Hill, NC September 2020 - Present

### Member Development Chair, Member, Bible Study Leader

- Planned and organized Delta Delta Delta events with local Chapel Hill businesses for all members to attend to encourage member participation
- Participated in fundraising \$71,000 for St. Jude's through online challenges, philanthropy events and volunteering