

Grace Amiss

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I possess the ability to create and edit various forms of content, driven by a deep passion for entertainment and pop culture. I pride myself on seamlessly collaborating with creative, product, and communications teams to lead impactful campaigns through excellent communication skills and strategic execution. My meticulous attention to detail and self-motivated ownership propel me to exceed goals. I create compelling content using versatile writing skills, and my strategic expertise ensures industry insight and audience engagement.

SKILLS

- Content Strategy and Development
- Social Media Management
- Analytics and Reporting
- Copywriting and Messaging for Organic Social
- Audience Engagement
- Team Leadership and Management
- Trend Monitoring and Analysis
- Premier Pro, Canva, General Photoshop

EXPERIENCE

Social Strategist, GSD&M – Austin, Texas

July 2022 – Present

- Responsible for implementing and stewarding social media strategy for social account ranging from 5,000 to 1 million+ followers.
- Directly contributed to exceeding account impression goals by 219% and engagement goals by 156% in the task order year.
- Develops and implements monthly social content calendar through review, strategic guidance, and copywriting support for platforms such as Facebook, Twitter (X), TikTok, Instagram, LinkedIn, Snapchat, and YouTube.
- Grew brand affinity by 612+ million impressions, 18+ million engagements, and 470,000+ followers.
- Spearheaded the conception and execution of innovative marketing campaigns, crafting compelling creative briefs, overseeing client briefing, and ensuring video editing aligned seamlessly with brand voice and strategy. Resulted in content surpassing impression benchmarks by 5x and engagement benchmarks by 9x.
- Tracks benchmarks, analytics, and reports key social findings on a monthly and yearly basis; iterates social plans based on audience insights and analysis to maximize engagement, traffic, and conversion.
- Coordinate and manage creative content projects, ensuring timely delivery and alignment with marketing goals.
- Directly manages social media managers and social media interns.

June 2021– July
2022

Social Media Manager, GSD&M – Austin, Texas

- Planed, executed, and posted social media content across all channels, resulting in over 150 organic social media posts per month.
- Managed all social media housekeeping daily and provided support to the social strategists in the development, scheduling, and publishing of all organic social media content.
- Monitored social media landscape for trends (tools, technologies, channels, behaviors) that presented opportunities for client growth.

Additional Relevant Experience

- **Social Media Intern**, GSD&M
- **Social Media/Public Relations Intern**, The American Cancer Society
- **Social Media/Public Relations Intern**, Giant Noise
- **Public Relations Intern**, Moroch
- **Media Intern**, ABC KVUE News
- **Managing Editor and Reporter**, TCU360

EDUCATION

Texas Christian University

Bob Schieffer College of Communications | B.A. in Journalism, with Minor in Spanish | Magna Cum Laude

AWARDS

AAF 2023 Big Wig Winner | Best Social Media Professional, Best Strategist.

Kappa Tau Alpha Member | Awarded to students in the top 10 percent of class.

Golden Key International Honor Society

Dean's Honor List

TCU Scholar | Achieved 4.0 grade point average.

Texas Associate Press Managing Editor Award | First Place - Short Video, First Place - Online Coverage, Third Place - Short Video

Jay & Gail Milner Distinguished Journalism Award for Narrative Multimedia | Story of the Year – Visual, Narrative Multimedia