

# GRACE MARTIN

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## EDUCATION & SKILLS

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### University of Washington

BA Degree: Law, Societies, and Justice | Minor: Business Administration, Foster School of Business

Class of 2025

- Relevant Coursework: Sales, Marketing, Management, Information Systems, Design, Finance, Business Law, Ethics
- 9x University of Washington Dean's List Recipient

### Skills and Proficiencies

- Platform Proficiencies: Adobe Creative Suites, Canva, Figma, Hubspot, Microsoft Office, Google Suite, Monday.com, Shopify, Klaviyo, Google Ads, Odoo, Meta Business Suite, CapCut, Social Media, Regios, Slack.
- Team Skills: Project management, communication, data analysis, strategic thinking, writing, adaptability, leadership.

## RELEVANT WORK EXPERIENCE

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### Marketing Manager | University Book Store

September 2025 - Present

- Oversee the marketing team responsible for increasing sales, optimizing customer engagement, driving foot traffic, and promoting cross vertical partnerships across the UW community.
- Create and manage all advertising campaigns, social and digital media campaigns, email blasts, sales events and promotions, virtual and printed graphics, and on-site collateral.
- Help organize and execute various campus and community events, photoshoots, product design, and website design.
- Manage social media content strategy, effectively growing engagement, following, and brand visibility. Produced most liked content in company history on both Instagram and TikTok.
- Effectively restructured the marketing team and successfully foster professional growth of all marketing team employees.

### Commercial Property & Casualty Claims Intern | CopperPoint Insurance

Summer 2024

- Analyzed large loss claims to identify trends and suggest changes moving forward to minimize company risk.
- Attended mediations and met with lawyers, preparing by reviewing medical records and complex legal and claim documents.
- Refined customer service, analytical thinking, and negotiation skills through handling claims and negotiating settlements.

### Marketing Intern | MOGL

Spring 2023, Summer 2023

- Analyzed marketing data and generated reports to optimize growth strategies in a fast-moving startup environment.
- Created user education materials, including blog articles, weekly newsletters, and educational social media posts that increased user engagement and product understanding.
- Co-managed social media channels, designed creative content, and helped grow an active community of users.
- Collaborated directly with cross-functional teams to adapt messaging and campaigns quickly based on startup priorities.

### Marketing & Graphic Design Intern | Rauch Brands: Christopher Radko, Jay Strongwater, kat + annie

Summer 2022

- Creative designer and writer for new limited brand, JStrongwater; responsible for website design, media releases, and served as creative voice behind products and their 'stories.'
- Created and designed a new website and all content for [kat + annie](#).
- Prepared and designed marketing content and graphics for all brands.

### Freelance Graphic Designer | Rauch Brands: Christopher Radko, Jay Strongwater, kat + annie

2021 - 2023

- Designed email blasts, website banners and graphics, social media assets, and catalogs for Neiman Marcus.

## OTHER EXPERIENCE & EXTRACURRICULARS

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### Graphic Design & Photography | Grace Martin Designs

2019 - Present

- Created complex, specialty advertisements for equestrian publications, social media promotions, and various print displays.
- Designed and edited the Morgan Horse Association of Oregon's 2021 Futurity Booklet (100-page print and online publication).
- Photographer for various equine magazines, senior photos, sporting events, and Dubs' social media and product line.

### Student Handler, Live Husky Mascot 'Dubs' | University of Washington Athletics

2023 - 2025

- Handled Dubs at appearances, including high profile, high stress events (football games, parades, media appearances, etc.).
- Manage a busy and strict schedule, interact with fans and public figures, advocate for Dubs' wellbeing, represent the university.
- Played a role in photography and the design process for a new product line partnered with the University Book Store.

### Vice President | University of Washington 'Dawg Pack' Executive Board

2023 - 2024

- Orchestrated spirit engagements for UW's student section at sporting events, fostering school spirit in person and online.

### Extracurriculars

- Competitive equestrian with world and national titles, including a unanimous world championship. 2007 - Present
- Everett Animal Shelter volunteer dog walker and caretaker, weekly. 2024 - Present

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Creative | Critical Thinker | Positive | Collaborative | Leader | Life-Long Learner | Driven | Self Starter | Equestrian | Writer | Animal Lover

For additional information visit my [website](#) or [LinkedIn](#).