

ANNA GRACE HAND

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EDUCATION

Master of Science in Integrated Marketing Communication **May 2025**
University of Mississippi - Oxford, MS GPA: 4.00/ 4.00

Bachelor of Science in Agricultural Education, Leadership, Communication **May 2023**
Mississippi State University - Starkville, MS GPA: 3.80/ 4.00
Concentration in Communication and Focus in Public Relations and Organizational Communication

EXPERIENCE

Founder & Owner **July 2021 - Present**
Anna Grace Hand Art LLC

- Deliver 50+ custom commissions annually, balancing client vision with artistic execution
- Build licensing expertise and communication skills through collaboration with Collegiate and Affinity Licensing
- Oversee business operations, including product creation and the sale of 25+ items to customers and retail partners
- Prioritize deadlines and production schedules to meet all client expectations and royalty timelines

Agency Campaign Strategist **Jan. 2025 - May 2025**
Advanced Integrated Marketing Campaigns, University of Mississippi

- Collaborated with a graduate team to develop and present a fully integrated marketing campaign for a client
- Conducted primary and secondary research on audience, market, and competitive research to inform campaign strategy and uncover performance-driving insights
- Developed a unifying campaign concept with strategic integrated messaging aligned to client goals and audience insights across paid, earned, shared, and owned channels
- Designed creative executions across IMC channels, including advertising, PR, digital, and promotions
- Constructed a detailed media plan with channel selection, \$1 million budget allocation, KPIs, and projected ROI
- Co-authored a 60+ page campaign book and presented final recommendations directly to the client

Employer Services Graduate Assistant **Aug. 2023 - May 2025**
Career Center, University of Mississippi

- Managed end-to-end planning, logistics, and reporting for career fairs hosting 200+ employers and 1,000+ students, ensuring seamless event execution aligned with stakeholder goals
- Served as primary contact for employers and students, and supported 900+ annual coaching and career appointments
- Analyzed Handshake platform data to create performance reports and guide targeted outreach and campaign strategy
- Coordinated across teams to align messaging and strengthen employer engagement efforts

Digital Marketing Intern **June 2024 - Aug. 2024**
Bayer, Climate Fieldview™, St. Louis, MO

- Executed data-driven, multi-channel digital marketing campaigns in Braze to increase engagement and optimize audience targeting based on user behavior and segmentation
- Analyzed data and metrics to inform strategy, tactics, and targeted messaging throughout the customer lifecycle
- Optimize marketing channels by developing a test-and-learn framework and lifecycle marketing best practices

Event Coordinator **Jan. 2024 – May 2024**
IMC Connect!, University of Mississippi

- Led logistics for 45+ speakers, coordinating travel, materials, and schedules for 38 sessions with 650+ attendees
- Facilitated speaker coordination, contributing to \$35,524 in sponsorships and \$15,000 in in-kind contributions
- Administered a \$45,000 budget, leveraging Asana to track resources and ensure efficient allocation for speaker participation and conference operations

Marketing Intern **Aug. 2021 - May 2023**
Center for Student Activities, Mississippi State University

- Elevated brand awareness with innovative marketing strategies for an office supporting 425+ student organizations
- Designed creative content and developed marketing campaigns using Adobe Creative Suite
- Worked alongside university departments to promote MSU events, enhancing organizational and leadership skills

HONORS

- Certified in Advanced & Beginner Google Analytics, Google AI Essentials, Hootsuite Social Media & Platform, Corporate Social Responsibility, and Crisis Communication & Media Ethics **Jan. 2023- Present**
- Received Spirit of State Award for campus involvement and service to MSU **Apr. 2023**
- Voted winner of MSU Homecoming 2022 Design Contest by the MSU student body **Sept. 2022**
- Mississippi State University Graphic Designer of the Year **2021, 2022**