

Grace Angermeier

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PROFESSIONAL EXPERIENCE

The Alta Agency

Marketing Associate

Remote

Oct 2023 – Present

- Enhancing targeted email copy for a client, resulting in a 12% increase in open rates, a 5% boost in click-through rates, and a 5% growth in revenue QoQ
- Strategizing monthly content calendars to ensure consistent and tailored messaging across several channels for multiple clients ranging from real estate and hospitality to childcare industries
- Managing project oversight for a diverse portfolio of 10+ clients
- Providing detailed reports on email analytics and website traffic metrics for informed decision-making and strategy refinement and presenting to clients on a monthly basis

Telesign

Integrated Marketing Intern

Remote

Jun 2023 – Aug 2023

- Managed 10+ creative projects for both awareness and demand generation content
- Implemented a new verticalized data-driven campaign approach to address low conversion rates
- Ensured the quality and accuracy of localized content for the LATAM region

The KNOW Women

Marketing and Communications Intern

Remote

Feb 2023 – May 2023

- Increased Instagram following by 12% over 10 weeks by analyzing engagement and producing branded content on Canva
- Facilitated keyword research for blog content employing direct response messaging strategies
- Utilized analytical Meta insights to implement trial organic campaigns and assess performance

Lithia & Driveway

Social Media and Brand Reputation Intern

Medford, OR

Summer 2021 & 2022

- Ideated and produced Internship video to highlight the company's Summer Internship Program
- Led competitive analysis projects, providing actionable insights on consumer behavior
- Boosted Instagram following by 300% over an 8 week period
- Facilitated communication with customers from 250+ dealerships on CRM platforms like Meltwater

LEADERSHIP AND EXTRACURRICULAR

American Marketing Association

Director of Digital Marketing

San Diego, CA

May 2023 – Present

- Led creative strategy in the University of San Diego AMA website rebrand
- Advanced SEO on web pages and tracked blog performance resulting in a 214% boost in site sessions and a 286% increase in unique site visitors over a 6 month period

Delta Sigma Pi - Lambda Pi Chapter

VP of Chapter Operations, VP of Alumni Relations

San Diego, CA

Dec 2023 – Dec 2024

EDUCATION

University of San Diego

B.B.A. in Marketing & Business Administration

San Diego, CA

Expected May 2024

Study Abroad: Fall 2022 Universidad Pontificias de Comillas – Madrid, Spain

GPA: 3.96

Honors & Awards: Dean's List First Honors (All semesters), Presidential Scholarship recipient

Relevant Coursework: Digital Marketing, Marketing Research, Consumer Behavior, Marketing Analytics

SKILLS AND INTERESTS

Skills

- Digital Marketing: Google Ads Measurement Certified, Hubspot Digital Marketing Certified, Tableau, Canva, JASP, Meta, Email Marketing Automation Platforms (e.g., Mailchimp, Hubspot, Klayvio), Wordpress, Wix
- Project Management: Trello, Monday.com, Workfront
- Experienced in data analysis and performance metrics (CPA, CTR, ROAS)

Interests: Weightlifting, reading, travel, French, music (ukulele, guitar), AI automation, branding strategy