

# Grace Harwell

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## EDUCATION

### **The University of Alabama**

**Tuscaloosa, Alabama**

B.A. in Communication; Major in Public Relations; Minors in Digital Consumer Engagement, Entrepreneurship, and Psychology; GPA: 3.5; Expected graduation: May 2026  
Alabama President's List: Spring 2025; Dean's List: Spring 2023, Fall 2023, Spring 2024, Summer 2025

## LEADERSHIP EXPERIENCE & HONORS

### **NSLS National Society of Leadership and Success** | January 2023-Present

*Prepare for the future, develop interpersonal skills, and get exclusive networking and mentorship*

### **Phi Mu Public Relations/Social Media Team** | August 2024-Present

*Post brand collaborations with Phi Mu, foster partnerships, and create photo and video content*

### **Vice President of Marketing and Outreach National Board Wellness Society** | Spring 2025

*Created social media content using Canva and CapCut and expanded presence across campuses*

### **Public Relations Team University of Alabama Wellness Society** | August 2024-May 2025

*Create graphics, posts, and videos for social media platforms, and created brand partnerships*

### **Student Government Association Student Affairs** | August 2023-May 2024

*Fostered leadership skills, encouraged school spirit, and taught democratic principles to students*

## WORK EXPERIENCE

### **Alchemiss Brand & Talent Agency Intern** | May-July 2024

*Managed content calendars in Asana and Notion; led influencer outreach and served as the point person for email communications; designed rebrand decks using Adobe, Canva, and Microsoft tools; and edited podcast content in Descript for social-first engagement*

### **VUUR Director of PR, Social Media Management, Content Creator** | January 2025-Present

*Managed social media, content creation, and community engagement; led influencer and affiliate partnerships; developed and executed content strategy using CapCut and Monday.com; created weekly trend reports, monthly performance analytics, ran client onboarding, and maintained communication via email, calls, and meetings*

## INVOLVEMENT/ ACTIVITIES/ VOLUNTEER SERVICE

### **PRSSA Public Relations Student Society of America, Alabama Chapter** | August 2024-Present

*Grow knowledge within the PR profession, build relationships, and gain networking opportunities*

### **PRCA Public Relations Council of America, University of Alabama Chapter** | August 2024-Present

*Met with industry professionals to learn about crisis communication, brand management, and digital marketing*

### **Phi Mu, Alpha Zeta** | August 2022-Present

*Phi Mu Rush Committee, Phi Mu Social Media Committee, Phi Mu Tours, and more*

### **Phi Sigma Pi, University of Alabama Chapter** | January 2023-Present

*National Honor Fraternity focused on scholarship, leadership, and success*

### **Local Entertainment Promotional Team** | August 2024-Present

*Volunteered to expand marketing strategies for local bands in Tuscaloosa*