

# Grace Harwell

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## Publicis Hiring Committee

Publicis Digital Experience

Atlanta, GA

September 9, 2025

Dear Hiring Committee,

I am writing to express my interest in the paid social specialist position at Publicis Digital Experience. As a public relations major at The University of Alabama with minors in digital consumer engagement, entrepreneurship, and psychology, I have cultivated a deep understanding of digital media strategy, audience engagement, and content creation, all skills that align seamlessly with the goals of your team. With hands-on experience in paid social, influencer marketing, and campaign management, I am excited about the opportunity to contribute to a company known for transforming digital brand experiences at scale.

Currently, I serve as the director of public relations and social media for VUUR, a brand and talent agency, where I lead all client-facing communications, run social media strategy and scheduling, and generate performance analytics. During my time at Alchemiss, I executed influencer outreach, developed rebranding materials in Adobe, and edited podcast content using Descript, skills that translate directly to the dynamic campaign execution and optimization this role demands. I am proficient in social media tools, reporting software, and collaborative platforms such as Canva, CapCut, Monday.com, Notion, and Asana.

In addition to my professional experience, I've held multiple leadership roles within student organizations, including the Wellness Society and Phi Mu's public relations team. These experiences have strengthened my ability to collaborate cross-functionally, manage multiple timelines, and develop strategic content aligned with both brand voice and performance metrics. My consistent academic recognition, including placement on the President's and Dean's Lists, demonstrates my commitment to excellence and ability to manage high-impact responsibilities alongside a rigorous academic schedule.

What excites me most about Publicis Digital Experience is your mission to go beyond traditional digital marketing and create value at the intersection of technology and human connection. I am enthusiastic about the opportunity to bring my creativity, analytical mindset, and passion for consumer engagement to a team that shares those values.

Thank you for considering my application. I would welcome the chance to further discuss how my background and ambitions align with your team's vision. I am available for an interview at your earliest convenience and can be reached by phone or email.

Sincerely,

**Grace Harwell**