

## Grace Harwell

gnharwell@crimson.ua.edu | 770-757-2103 | gracieharwell@hotmail.com | www.linkedin.com/in/grace-harwell

### EDUCATION

#### The University of Alabama

#### Tuscaloosa, Alabama

B.A. in Communication; Major in Public Relations; Minors in Digital Consumer Engagement, Entrepreneurship, and Psychology; GPA: 3.57; Expected graduation: May 2026

President's List: Spring 2025; Dean's List: Spring 2023, Fall 2023, Spring 2024, Summer 2025, Fall 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*

#### Harwell Family Foundation Director of Public Relation & Marketing | November 2018-Present

*Develop fundraising strategies that have raised over \$1M, bring awareness and outreach to educate and raise money for ground breaking research for food allergies and heart diseases*

#### 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

*Senior Leader, Rush Committee, Social Media Committee, Tour Leader, 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*