

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: 3.57; 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