

## WORK HISTORY

### Public Relations Intern

Mecoy Communications | December 2019 to Present

- Compiled press reports and assembled media kits for the Teen Choice Awards and other local events in Hermosa Beach, CA.

### Marketing Assistant

The American Pops Orchestra | August to December 2019

- Ensured all press materials, social media posts, website content, and other related media followed brand guidelines and best marketing practices.
- Established 15+ partnerships with local yoga studios to promote its **Music and Mindfulness** series across all social media platforms.

### Marketing Strategy Intern

The Kennedy Center | June to August 2019

- Assisted in creating marketing plans that determined segmentation, strategy, targeting, and positioning for **The Reach Opening Festival**.
- Launched the MyTix Facebook group and generated a following of 500+ members within its first month.
- Pulled lists to analyze international theatre programming using extractions.
- Provided assets for TheaterMania email blasts and routed earlier drafts for approval prior to sending.

### Marketing and Communications Intern

Studio Theatre | January to May 2019

- Spearheaded a grassroots campaign for **PYG** by inviting schools, activist groups, spoken word artists, and young professionals to attend the show.
- Positioned **Admissions** to its desired audiences by drafting marketing messages on all digital platforms. **Admissions** was extended 3 times.
- Engaged with 25 influencers to promote Studio by inviting them to its 40th Anniversary Celebration and encouraging them to share the event on social media.

### Marketing and Communications Intern

Imagination Stage | September to December 2018

- Designed email communications and social media posts.
- Created 400+ promotional buttons featuring fun slogans for the opening night of **Cinderella**. Sold out after the first performance.

### Counselor, Arts & Crafts Director, Program Assistant

Camp Conrad Chinnock, Summer of 2016-2018

- Exercised round-the-clock responsibility for 12 type-one diabetic children, including designing and participating in all activities.

### Artistic and Literary Management Intern

Forum Theatre | August 2017 to July 2018

- Participated in new play development, company administration and events.
- Formed a casting database containing important information about 2,000+ actors working in the DC area.
- Devised a detailed dramaturgical report for **Nat Turner in Jerusalem**
- Created and distributed email campaigns, press releases, and press kits.

### Arts Administration Intern

LA Theatre Works | July 2014

- Worked directly with Producing Director to accommodate performance and rehearsal needs for **The Hound of the Baskervilles**.
- Created a comprehensive list of 200+ dramaturgs to hire for future productions.



# GRACE WALKER

## MARKETING & COMMUNICATIONS

## CONTACT DETAILS

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Twitter & Instagram: @GraceWalkerr

## SKILLS AND EXPERTISE

- Teamwork and collaboration
- Web and social media content development
- Public speaking and presentation design
- Market research and community outreach
- **Program Experience:** Microsoft Office, Adobe Photoshop, Adobe Illustrator, Tessitura, MailChimp, Mail2, Canva, 360 Video, Qualtrics, NVivo, SPSS, Chatfuel, Twine, Spektrix
- **Certifications:** Google Analytics, Meltwater, Hootsuite

## ACADEMIC HISTORY

### American University

Bachelor of Arts in Theatre Performance and Public Relations & Strategic Communications, Class of 2020

Production Manager of AU Players, Director of Steel Magnolias, Dramaturg of Carrie: The Musical, Teaching Assistant for Fundamentals of Acting and Scene Study, Teaching Assistant for Improvisation, Active Member of College Diabetes Network, Administrative Deputy for the Rude Mechanicals, Involved in Phi Mu Fraternity

# Grace Walker

Height 5'3"  
Hair Blonde | Eyes Blue  
Mezzo Soprano/Belt  
(310)-200-9520  
gracewalkersemail@gmail.com



## Theatre Experience

<i>Significant Other*</i>	Kiki	American University / Carl Menninger
<i>Shared Space</i>	Lizzie	American University / Caleen Jennings
<i>Company: The Musical</i>	Amy	AU Players / Andrew Watring
<i>The Wolves</i>	#7	American University / Colleen Sullivan
<i>Othello</i>	Bianca	American University / Caleen Jennings
<i>Argonautika</i>	Aphrodite/Dryope	American University / Isaiah Wooden
<i>Nostalgia Night!</i>	Soloist	AU Players / Camille Cote
<i>Drunk Debates</i>	Debate Team Member	Westside Comedy Theatre / Nicole Blaine
<i>HAIR: The Musical</i>	Jeanie	AU Players / Kaeli Patchen, Carolina Chaimovich

## Production Experience

<i>Carrie The Musical</i>	Dramaturg	American University Dept. of Theatre
<i>Steel Magnolias</i>	Director	AU Players
Executive Board 2018-2019	Production Manager	AU Players
<i>Un/Done: A Senior Capstone</i>	Assistant Stage Manager	American University Dept. of Theatre
<i>The 25th Annual Putnam County...</i>	Assistant Stage Manager	AU Players
<i>Circle Mirror Transformation</i>	Assistant Costume Designer	AU Players

## Training

American University - BA in Theatre Performance, BA in Public Relations (Class of 2020)  
*Voice:* Ethan Watermeier, Colleen Sullivan, Caleen Jennings, Emily Noel, Linda Allison, Matthew White  
*Dance:* Elizabeth Saluke, Britta J. Peterson, Forrest Walsh  
*Acting:* Aaron Posner, Tara Giordano, Colleen Sullivan, Carl Menninger, Caleen Jennings, Randy Baker, Isaiah Wooden, Mickey Blaine

## Special Skills

Dance: modern, jazz, hip hop. Sports: soccer, basketball, swimming. Dialects: American Southern. Basic music theory. Period makeup/hair. Unarmed stage combat training. Sometimes funny.

\*Upcoming