

# Grace Pulliam

Los Angeles, CA | [LinkedIn](#) | 225.301.3649  
[gracewrotethat@gmail.com](mailto:gracewrotethat@gmail.com)

## WORK EXPERIENCE

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### MOBI

*Communications Manager*

**Los Angeles, CA**

*Mar 2021 - present*

- Develop and implement full-funnel communication strategies and coordinate campaign rollouts
- Grew social media following by 52% and doubled average engagement rates over 18 month period
- Provide editorial guidance for technical documents, pitch decks, one-pagers, and grant proposals
- Serve as primary liaison for international community members and media contacts
- Led the creation of company-wide metrics tracking, reporting, and strategic evaluation system

### Olinde Career Center

*Copywriter*

**Baton Rouge, LA**

*January - May 2021*

- Crafted proactive, UX-friendly copy designed to engage target audience segments
- Coordinated a large-scale rebranding initiative centered around inclusivity and digital modernization
- Delivered weekly recommendations on editorial direction, SEO best practices, and rollout strategies
- Produced original, creative content for promotional advertisements and marketing materials

### Visual Branding Group

*Brand Writing Intern*

**Baton Rouge, LA**

*Aug 2020 - Jan 2021*

- Worked with clients to discuss brand optimization and identify marketing opportunities
- Managed clients' social media calendars and delivered tailored content packages on a weekly basis
- Generated 15% client growth through the creation of SEO-optimized editorial content
- Collaborated with team members on topic ideation to determine key buyer personas and goals

### The Reveille

*Opinion Editor*

**Baton Rouge, LA**

*June 2020 - May 2021*

- Collaborated with writers, designers, and other editors to deliver high-quality, click-worthy content
- Drove accuracy of content through careful proofreading and fact-checking
- Developed and maintained editorial standards
- Conducted editorial meetings with staff to collaborate and review proposed publication suggestions

## EDUCATION

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### Louisiana State University

*B.A. in English + sociology minor*

**Baton Rouge, LA**

*Aug 2017 - May 2021*

- Organizations: The Reveille, Delta Undergraduate Literary Journal
- 2X Recipient of the John Ed Bradley Award in Creative Writing (2020, 2021)

## SKILLS

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**Skills:** Copywriting | Marketing & Brand Strategy | Social Media Management | SEO | Metric Analysis | Project Coordination | Event Management | Media Relations | Email Marketing | Event Management  
Canva | Google Suite | Wordpress | Mailchimp | HubSpot | Adobe Cloud | Trello | PRNewswire