

# GRACE LAMB

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## SUMMARY

Creative intellectual and strategic thinker that has mastered the art of doing and advocating for the highest user experience. Passionate about building a sustainable and innovative future that connects us more to the things we love.

## SKILLS & ABILITIES

- Critical thinker and problem solver
- Excellent written and oral communication
- Cultural competency and global fluency
- Developing change agent
- Organization, time management, attention to detail
- Love of learning and research

Technical skills:

- Social media
- Emma (for email campaign development and management)
- Drupal and HTML experience
- Microsoft Office Suite & Google Suite

## EXPERIENCE

**DIGITAL MARKETING/ WEBSITE SPECIALIST** CAMPUS RECREATION & STUDENT UNION SERVICES, PORTLAND STATE UNIVERSITY  
DEC 2016-DEC 2019

- Prepared visual and written website content for Drupal overhaul
- Created and updated content on multiple platforms including web (Drupal platform and Syndication), social media (Flickr, Facebook, Twitter, Instagram), and Emma (e-newsletter platform)
- Collaborated with the Graphic Design team on joint efforts
- Created an end-of-fiscal-year marketing report with web analytics
- Managed online interactions with followers
- Contributed to overall marketing efforts such as event tabling and campus-wide campaigns and initiatives
- Followed Web Content Accessibility Guidelines (WCAG)
- Worked with a high degree of autonomy and independence

**RESEARCH ASSISTANT** DEPARTMENT OF INTERNATIONAL & GLOBAL STUDIES, PORTLAND STATE UNIVERSITY

SEPT 2018- DEC 2019

- Academic research assistant to Professor of International & Global Studies on article topics relating to global health, nation-building, and cyber security
- Successfully sourced open-use images, graphs, and maps for academic textbook, *Introduction to International and Global Studies, Third Edition* (to be published September 2020)
- Analyzed findings and steered the direction of research
- Gave regular status reports and organized research thematically and regionally

**ADVISORY BOARD STUDENT MEMBER** CAMPUS RECREATION, PORTLAND STATE UNIVERSITY

SEP 2016-JUNE 2017

- As the Advisory Board Student Leader, I represented the interests of fellow students on the board in communicating their perspectives with the Assistant Vice President of Campus Rec and Student Union Services
- Negotiated a solution to avoid salary compression for student employees upon Oregon's annual minimum wage increase.
- Helped create annual budget for submission to and approval by the ASPSU and University President
- Provided program assessment and development within Campus Rec
- Involved in facility scheduling and operating hours
- Approved capital projects and improvements

**ASSESSMENT POD** CAMPUS RECREATION, PORTLAND STATE UNIVERSITY

OCT 2016- JUNE 2017

- Advised program/service areas based on assessment data
- Developed data that served the department as a whole and provided staff with perspective on programming
- Developed a narrative that expanded the understanding of the department's contributions to the University's initiatives
- Engaged members with the 'Question of the Week' to promote community-building strategic initiatives.

**EDUCATION** | **PORTLAND STATE UNIVERSITY, PORTLAND, OR**

BACHELOR OF SCIENCE: HISTORY, SOCIAL SCIENCE, LIBERAL STUDIES, CERTIFICATE IN GLOBAL STUDIES

Class of 2019

- 3.90 GPA: Magna Cum Laude
- Studied abroad in Spain in the summer of 2018

**REFERENCES** | **AVAILABLE UPON REQUEST**