

# GRACE REYNOLDS

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## EDUCATION

### AUBURN UNIVERSITY | AUBURN, AL | 3.92 GPA

Bachelor of Arts in Journalism | Minor in Spanish | May 2020  
National Merit Scholar | Honors College | Summa Cum Laude

### UNIVERSIDAD DE NEBRIJA | MADRID, SPAIN

Auburn University Study Abroad | June 2018

## AWARDS AND HONORS

- Auburn National Merit Presidential Scholarship
- AL Associated Press Media Editors Scholarship
- Louise and Henry P. Johnston Endowed Scholarship
- Bray Honors Endowed Scholarship
- Auburn Journalism Endowed Scholarship
- Auburn University Dean's List
- Lambda Pi Eta

## WORK EXPERIENCE

### AUBURN ADVANCEMENT | OFFICE OF COMMUNICATIONS AND MARKETING

VIDEO PRODUCER/DIRECTOR | MARCH 2022 - PRESENT | AUBURN, AL

- Pitches and creates unique and timely videos for social media and broader university use.
- Films and edits projects for university clients using industry standard video equipment including Sony FS7 and Panasonic Lumix GH5 cameras.
- Supervises and develops two student producers.
- Works closely with university leadership to develop videos that forward the brand and mission of AU.
- Simultaneously manages projects of small and large scale with varying deadlines.

### COLUMBUS STATE UNIVERSITY OFFICE OF STRATEGIC COMMUNICATION + MARKETING

COMMUNICATION SPECIALIST | APRIL 2021 - MARCH 2022 | COLUMBUS, GA

- Managed content creation and social listening for five university-affiliated social media platforms.
- Pitched, wrote and distributed engaging news stories to align with the strategic goals of the university
- Managed the university's social media user's group, providing best practices, professional development and guidance to content creators across campus.

### WTVY-TV

NEWS PRODUCER | MAY 2020 - APRIL 2021 | DOTHAN, AL

- Produced 3 evening newscasts for the #1 rated news station in the Dothan market.
- Managed stories, show content, video and graphic needs with the ability and flexibility to handle high-stress situations, such as breaking news.

### EAGLE EYE TV

STATION MANAGER | MAY 2019 - APRIL 2020 | AUBURN, AL

- Trained, mentored and managed a team of 72 students.
- Worked closely with advisors to manage a yearly budget.
- Created and implemented long-term marketing and content strategies to grow the station's audience by 120%.
- Worked with leadership staff to produce innovative, fresh content on both broadcast and digital platforms.
- Tracked social media and website analytics to develop digital strategy .

## SKILLS

- Adobe Premiere
- Adobe After Effects
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Associated Press style writing
- JVC, Sony, Panasonic cameras
- Google Analytics
- EDIUS video editing
- NewTek Tricaster
- Hootsuite