

GRACE KERTZ

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EDUCATION

Elon University, School of Communications – Elon, NC

May 2025

Bachelor of Arts in Journalism & Strategic Communications

Majors: Journalism & Strategic Communications

Awards and Honors: Magna Cum Laude Graduate, Presidential Scholarship Recipient, President's List for five semesters, Dean's List for three semesters

EXPERIENCE

The Hauser Group, Inc. – St. Louis, MO

August 2025 – Present

Public Relations Intern

- Executes strategic social media materials for the Clean Air Partnership's channels and develops continuous monthly content calendars, ensuring each post has innovative copy and monitoring impressions through Muck Rack software
- Develops targeted media lists and compiles coverage reports to track client campaign performances while coordinating logistics for future media events, securing seamless execution and client satisfaction

HLK Agency – St. Louis, MO

July 2024 – August 2024

Public Relations Intern

- Launched two campaign proposals along with five interns for Envu Range & Pasture to promote the UN's upcoming Year of Rangeland and Pastoralists and for Teal Cannabis to garner attention before their first location opening
- Analyzed various outlets to advance campaigns and garner attention around launch events, out-of-home media, and traditional advertisements while bolstering personal and professional communication and research skills

Sant'Anna Institute – Sorrento, Italy

August 2023 – May 2025

Communications Intern (August 2023 – December 2023)

- Managed the @santanastudentlife Instagram account, planned strategic weekly posts, and conducted social media audits, leading to a 516% increase in followers from Sorrento locals as well as prospective students

- Developed and executed a standing, written plan with the goal of promoting an accessible social media page, capturing various forms of content on Sorrento living from a Sant'Anna student's perspective throughout the semester

Sant'Anna Ambassador (December 2023 – May 2025)

- Plan and schedule events for potential students through both on-campus and virtual informational sessions, resulting in regularly available recordings for both students and families to access to further discuss enrollment

St. Louis Scott Gallagher (SLSG) Soccer Club – St. Louis, MO

May 2023 – August 2023

Public Relations Correspondent (May 2023 – August 2023)

- Wrote feature stories and daily press releases regarding SLSG's Leadership Academy to provide regular updates on activities, speeches, and bonding events, resulting in over 4,125 active families learning of the opportunity
- Interviewed and collaborated with SLSG executives to adapt the company's brand voice into regularly produced content for the club newsletter, creating a more cohesive image aligned with SLSG's well-known core values

ACTIVITIES

Elon University's Live Oak Communications – Elon, NC

August 2024 – May 2023

Brand Executive

- Promote Live Oak, Elon's student-run strategic communications agency, and its internal affairs throughout campus by developing the agency's brand identity through networking events, alumni outreach, social media, and editing Live Oak publications

Public Relations Student Society of America – Elon, NC

December 2023 – August 2024

Member

- Collaborate with fellow members and professional public relations practitioners to foster an understanding of current theories and procedures related to PR and cultivate an appreciation of ethical public relations

Sigma Kappa, Kappa Zeta Chapter – Elon, NC

January 2022 – May 2025

Member

- Fundraise around \$41,000 for Alzheimer's Foundation annually through extensive communication, networking, and hosting annual events such as the Walk to End Alzheimer's, profit shares, and a soccer tournament
- Dismantle the stigma around Alzheimer's by volunteering at Blakey Hall, a residential living area for those suffering from the disease, by offering companionship to the residents each semester as regularly as once a month

SKILLS/INTERESTS

AP Style | Adobe Photoshop | PowerPoint | Collaborative | Curious | Photography | Travel | Data Analysis | Sports