

## Grace L. Ennis

graceennis.com

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### CAREER PROFILE

Well-rounded candidate with an affinity for humble leadership and strong communication within a team of individuals. Thorough and detail-oriented worker driven by passion, but leading with careful thought in every endeavor. Experienced in keeping detailed records, leading goal-oriented groups of individuals, and executing events on a large scale by working in collaboration with others.

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### EDUCATION

**BAYLOR UNIVERSITY** – Waco, Texas

May 2023

**Bachelor of Business Administration, Business Fellows Program**

- Majors: Marketing / Entrepreneurship / Communication Specialist / Music Minor
  - GPA 3.95
  - Dean's Honor List: Fall 2019, Spring/Fall 2020, Spring/Fall 2021, Spring/Fall 2022, Spring 2023
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### EXPERIENCE

**CHRISTUS HEALTH** – Irving, Texas

Sept. 2023 – Present

**Marketing Specialist II**

- Develop and execute comprehensive marketing plans to support onboarding clinicians
- Work with clinic VPs and Directors who oversee nearly 2,000 clinicians in 4 states to align operations strategy with overall marketing strategy, conducting meetings to illustrate campaign progress
- Manage projects and collaborate with cross-functional teams to produce marketing collateral
- Plan events, manage social media campaigns, author copy, and coordinate signage installation

**MODERN TEXAS LIVING MAGAZINE** - Waco, Texas

Jan. 2022 – Sept. 2023

**Marketing & Communications Employee**

- Collaborated with graphic designers and influencers to create articles and content for 2 magazines, distributing over 35,000 magazines quarterly
- Produced marketing results for clients of in-house agency, for over 100 businesses in Central Texas
- Designed and launched new WordPress website with over 75 detailed articles
- Managed national Instagram account with 24,600 followers and local account with +123% reach

**BAYLOR UNIVERSITY ATHLETICS DEPARTMENT** - Waco, Texas

Jan. 2021 – June 2022

**Baylor Vision Employee**

- Covered Baylor athletics in the live broadcast department, including 3 nationally top 10 ranked teams
  - Created and pushed 300+ in-game graphics for broadcasts on ESPN+
  - Demonstrated initiative by working on an exclusive team of students that created and managed in-game media for fans, playing at sold-out stadiums of 45,140 people
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### ADDITIONAL

- *Computer Skills:* Experience with Microsoft Suite, Adobe Suite, Canva, Wordpress, Wix, Mailchimp, Loomly, with a Hootsuite Social Media Marketing certification
- *Organizations:* Co-CEO of cohort of top 28 students in the Hankamer School of Business; founded a small business in 2018; Alpha Lambda Delta honor society
- *Activities:* Social Media Coordinator for premier a cappella ensemble; taught in local bilingual program; participated in consulting projects with Fuego Tortilla Grill, Chick-Fil-A, and more
- *Awards:* Outstanding Student of the Year Award for Baylor's No. 6 Nationally Ranked Entrepreneurship program; Gold Standard of Leadership Award from Baylor New Student Programs