

Grace Lechner

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Education

BOSTON UNIVERSITY | GRADUATING MAY 2023 | COLLEGE OF COMMUNICATION

- Major: Public Relations
- Minor: Anthropology
- Dean's List: All Semesters
- GPA: 3.85/4.0
- Writer, Her Campus; Member, Public Relations Students Society of America
- Participant, First-year Student Outreach Project

Work Experience

ACCOUNT EXECUTIVE | BU PRLAB – AARON'S PRESENTS | JAN 2023-PRESENT

- Design social media posts, flyers, and website graphics for fundraising campaign. Contact corporations for partnerships, sponsorships, and grants.

SOCIAL MEDIA MANAGER | NORTH CAROLINA PRO BONO RESOURCE CENTER | AUG 2020-PRESENT

- Design, manage, and implement social media plan for the NCPBRC which is dedicated to assisting lawyers in fulfilling their professional responsibility to provide pro bono legal services.

COMMUNICATIONS ASSISTANT | BU CENTER FOR CAREER DEVELOPMENT | AUG 2022-PRESENT

- Design social media posts, flyers, and website graphics and plan events.

PUBLIC RELATIONS INTERN | LOYAL.E PARIS | MAY 2022-JULY 2022

- Designed, implemented, and evaluated public relations plan for the United States market. Wrote press releases and newsletters, managed LinkedIn, contacted journalists, researched projects as directed by the owner-founder (U.S. competitors and jewelry trends).

PUBLIC RELATIONS INTERN | CLAIRE ADLER LUXURY PUBLIC RELATIONS | FEB 2022-APRIL 2022

- Researched projects as directed by the owner-founder (e.g., public relations theory and practice), developed client projects and journalist database. Wrote press releases and client statements.

COMMUNICATIONS & MARKETING INTERN | BU DEPARTMENT OF ANTHROPOLOGY | AUG 2021-DEC 2021

- Managed social media and website, created newsletters and email blasts, and planned events.

SOCIAL MEDIA MANAGER | NORTH CAROLINA EQUAL ACCESS TO JUSTICE COMMISSION | AUG 2020-DEC 2021

- Designed and implemented social media plan for the NCEATJC, a commission established and overseen by the North Carolina Supreme Court.

Certifications

- Muck Rack, Fundamentals of Media Relations
- Muck Rack, Fundamentals of Social Media