

# GRACE KOESTER

## EXPERIENCE

### Graduate Assistant for Marketing & New Student Orientation 2019

*Rochester Institute of Technology*

- Create CampusGroups website for over RIT recognized clubs & organizations.
- Increased knowledge of the CampusGroups software through weekly consultations and trainings.
  - Create tutorial videos that will be on the Campus Life page as resources of how to customize and use the platform to market events and student groups.
- Co-supervision of the Center for Campus Life Marketing & Design student staff.
- Create and design promotions across various media. Develop and coordinate advertisements, videos, and marketing materials for the offices and programs within the Center for Campus Life.
- Experience integrating RIT Branding into marketing and event efforts.
- Design a sub-app for RIT Orientation.
  - 75 features
  - 2395 downloads
- Assist in tracking and analyzing data from 186 orientation events to determine changes for the next year's Orientation.
- Plan and design directional signage for 3,000+ new students and families.
- Organized student staffing for RIT's nine colleges during Orientation.
- Execute a successful orientation for freshman, commuter, and transfer students using limited resources and information during a national pandemic.

### Interim Coordinator of Fraternity & Sorority Life 2018 - 2019

*Rochester Institute of Technology*

- Provide oversight of the fraternity & sorority community.
- Serve as the main adviser to RIT's three fraternity and sorority life governing councils.
- Represent the University during meetings with fraternity or sorority inter/national representatives and/or officers on and off campus.
- Supervision of three Graduate Students & two Student Employees.
- Coordinate education, leadership, and social programs for the fraternity and sorority community.
- Create KPI's and work toward semester goals.
- Complete grade reports for all chapters and councils.
- Oversee a \$60,000 budget for the office and all three councils.

### Marketing Coordinator 2015 - 2018

*Rochester Institute of Technology*

- Rebranding of all office social media and public relations.
- Use of Canva and Adobe Suite to create marketing material.
- Increased reach on Facebook organically from 564 to 4,674 people in six months.
- Averaged 50 reactions per post on Facebook in one year.
- Increased engagement on Instagram from about 13 likes per post to 175 likes per post in one year.
- Kept website up to date with current pictures and chapter information.
- Create visual media including video production.
- Plan and host the annual Greek Awards event for 100+ attendees.


### Marketing Intern 2017

*Canalside Buffalo*

- Social media marketing, focusing on Instagram stories and live feed.
- Organized, set up, and run Canalside Live events and Bazaars.
  - Weekly attendance of over 1,0000 people each week
- Coordinated advertising for local magazines and billboards.

## CONTACT

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## EDUCATION

*December 2020*

**Rochester Institute of Technology**  
Masters of Business Administration  
Concentration in Entrepreneurship

*2018*

**Rochester Institute of Technology**  
BS Advertising & Public Relations

### Alpha Sigma Alpha

President *2017*

Greek Woman of the Year

### RIT Cheerleading

Captain *2016 - 2018* *2017*

NCA National Finalist *2017 - 2018*

Assistant Coach *2020*

## SKILLSET

- Hootsuite Certified
- Canva & Adobe Suite
- Microsoft Office Suite
- G Suite
- Basic Web Design
- Social Media Marketing
- Event Coordination
- Project Management
- Brand Awareness