

GRACE LOUISE

Grace Louise Geiger
grace.geiger912@gmail.com
(734) 834-9450 · Queens, NY 11372
geigergrace.com

EDUCATION

DePaul University · Bachelor of Arts in Communications & Media · 2021
Relevant coursework in film production and multimedia design

EXPERIENCE

COMMUNICATIONS & DIGITAL MEDIA STRATEGIST, DESIGNER · *Remote* · May 2025 – present
DIGITAL MARKETING SPECIALIST, DESIGNER · *Remote* · October 2022 – May 2025

University of Michigan Chemical Engineering, [Linkedin](#) · [Instagram](#)

- Design, implement and oversee brand
- Originate marketing strategy to meet business goals established by the Chair
- Coordinate all digital and print marketing materials using the Adobe Suite
- Communicate with vendors about print orders, submit invoices, consider budget restraints
- Strategize for, maintain and manage social media platforms using Sprout Social and Asana
- Manage and schedule email marketing campaigns, maintain 10,000+ email contacts
- Create and implement video content strategy
- Compile and analyze data, maintain knowledge of best practices
- Hire, manage and mentor student employees

ARTS PRODUCTION COORDINATOR · *Ann Arbor, MI* · October 2021 – October 2022

University of Michigan Institute for the Humanities, [X](#) · [Instagram](#) · [Facebook](#)

- Developed new branding for each exhibition, produced digital and print materials
- Managed vendors and installation of large-scale vinyl
- Served as the production contact for artists to finalize the details of their exhibitions

SOCIAL MEDIA COORDINATOR · *Ann Arbor, MI* · March 2021 – October 2022

University of Michigan Institute for the Humanities, [X](#) · [Instagram](#) · [Facebook](#)

- Designed digital and print materials for all institute programming and event publicity
- Curated social media platforms, strategized and implemented a content calendar
- Designed their annual report; a 40+ page print booklet

ADDITIONAL EXPERIENCE

U-M Institute for the Humanities, Feb. '26
Graphic Designer, Freelance, Remote

Pitch & Pair, Dec. '25 – present
Video Editor, Freelance, Remote

Jackson Heights Mural Project, Sept. '25 – present
Digital Media Strategist, Volunteer, Queens, NY

Abukar Adan, Nov. '25 – Jan. '26
Social Media Strategist, Freelance, Queens, NY

Grace L Art, March '20 – March '23
Artist, Michigan and Illinois

The Second City, Sept. '19 – April '20
Production & Design Intern, Chicago, IL

SKILLS & SOFTWARE

Adobe CC · Figma · Sprout Social/Hootsuite/Loomly · MailChimp/Constant Contact ·
WordPress/Wix · Asana/Teams/Slack · HTML/CSS