

FELICIA GRIGSBY

STRATEGIC COMMUNICATIONS

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Strategy development and successful campaign creation intended to increase brand awareness, generate leads, boost web traffic and establish an authentic connection with the community and partners.

Diverse content creation, curation, and promotion of strategic paid, owned and earned communications.

Increased overall **social media engagement** on MSU Alumni Office channels by 1,100% in the first 15 months through reactive and proactive **community management**, reaching a **global audience** and aligning with strategic brand goals.

Managed a **complex work stream** between internal teams, global extensions of the brand, external agencies, partners and the community.

Worked **cross-functionally and collaboratively** within a team that thrived on collaboration, stepping in as needed in many roles and projects.

PROFESSIONAL EXPERIENCE

Social Media Manager, Marketing & Communications Michigan State University Alumni Office

East Lansing, MI 2017-2022

- Developed and maintained multi-channel social media strategies intended to build brand awareness, generate leads, and establish an authentic connection with the community and internal and external stakeholders
- Planned, developed, and implemented the brand's social media strategy and guidelines, and ensured they aligned with the overall marketing strategy
- Created original content from ideation to execution through storytelling, campaign creation and influencer relations
- Managed the monitoring and listening of social media channels and was responsible for engaging on behalf of the brand
- Possessed deep expertise in digital marketing and social channels — culturally dialed in to identify trends, areas of opportunity and potential partnerships
- Led and socialized reporting efforts that measured success and identified areas of improvement with expert insight
- Established confidence in social media writing, blog writing and editing, email writing and proofing, basic graphic design and web content updates
- Strategically crafted and implemented paid ads across multiple platforms while managing a budget

EDUCATION

Strategic Communication, M.A.
2020 – Michigan State University

Organizational Communication & Leadership,
Graduate Certification
2019 – Michigan State University

Communication, B.A.
Public Relations, Minor
2017 – Michigan State University

Sports Journalism and Sporting Cultures, Study
Abroad
2016 – Michigan State University

SKILLS

Social Media Management
Brand Marketing & Communications Data Analysis
Strategy Development
Community Management
Campaign Planning
Web Content Management
Project Management
Crisis Communications
Sprinklr
Media Relations
Creative Brief Creation
Event Planning
Blogging
Press Releases & Press Kits
Software Management
Email Marketing
Microsoft Office
Adobe InDesign

EXTRACURRICULAR INVOLVEMENT

Freelance social media, web management & design
Local Volunteerism
CreativeMornings