

# FELICIA GRIGSBY

## STRATEGIC COMMUNICATIONS

 [grigsbyfelicia.wixsite.com/portfolio](https://grigsbyfelicia.wixsite.com/portfolio)



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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 to 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.

**Refined relationship-building skills** and experience collaborating with team members, internal stakeholders, external agencies, current and future partners and the community.

**Community management** designed to build and nurture relationships with intended audiences and social communities of 110,000+ around the globe.

## PROFESSIONAL EXPERIENCE

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

East Lansing, MI 2017-2022

- Established an authentic, engaging digital presence
- 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 actively engaging on behalf of the brand
- Possessed a strong understanding of digital marketing and social platforms. Identified trends, areas of opportunity and potential partnerships
- Revamped social media analytics by implementing new social media management software to measure and report on performance
- Tracked KPI results and created reports 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, internal communications, 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

Brand Marketing & Communications  
Social Media Management  
Data Analysis  
Strategy Development  
Community Management  
Campaign Creation  
Web Content Management  
Project Management  
Crisis Communications  
AP Style Writing  
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**