

Grace Inthathirath

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EXPERIENCE

Mary Collins Agency, DFW-area — On Camera Talent

MAY 2022 - PRESENT

On camera talent with skills in improvisation, accents and dialects, teleprompter, piano, violin, singing, and some stage combat.

Boba Tea Protein, Dallas, TX — Interim Social Media Manager

JUNE 2023 - PRESENT

Content ideation and execution for brand's TikTok, Twitter, & other social media platforms. Collecting data and social media analytics to better refine and target customers of our brand. Scheduling social media posts via Buffer with according copy I've written and approved of with the founder. Strategizing content for marketing calendars for campaigns, launches, & other initiatives with creative teams. Managed social media communities by approving Facebook Community posts, responding to comments and DMs, and collecting feedback. Respond to emails regarding customer service and satisfaction via Gorgias, utilizing Shopify to send replacement orders, create orders, or send discounts/gift cards.

Wells Fargo Advisors, Frisco, TX — Administrative Assistant

SEPTEMBER 2022 - JUNE 2023

Assistant-managed client accounts on a daily basis. Sent flyers and mailed marketing to prospective clients throughout Texas weekly. Filtered and cleaned client data in Microsoft Excel to send marketing to as well as keep track of responses.

SMU Resident Life & Student Housing, Dallas, TX — Street Team Member (Marketing & Branding)

APRIL 2020 - MAY 2022

Laid the foundation for team branding guidelines and collaborative processes for all team members. Collaborated with other departmental staff to create video materials (interviews, event coverage, educational, etc). Managed social media accounts to broadcast resident life. Created graphics for the department as well as our own team. Took professional headshots of student leaders and staff for websites and publications.

D Magazine, Dallas, TX — Marketing & Brand Assistant (Intern)

JANUARY 2020 - AUGUST 2020

Tracked and analyzed D Magazine's analytics on all social media channels including LinkedIn, Twitter, Facebook, and Instagram. Gathered contact information of clientele, local award winners, and local services, shops, and restaurants. Corresponded with contestants via email for D's Cutest Pets and Father's Day custom covers.

SKILLS

Social Media Management and Insight/Analysis: Facebook, Twitter, LinkedIn, Instagram, & Pinterest

Hubspot, Facebook Ad Manager, Wordpress, Mailchimp

Project Management Softwares: Trello, Asana, & Slack

Adobe Premiere Pro & Photoshop, After Effects, Final Cut Pro, iMovie

Technical theatre building, hanging (lights), and basic costuming/sewing

Microsoft Word, Excel, PowerPoint, Outlook

Zoom, Discord

Texas Food Handlers License
TABC Certified

EDUCATION

Southern Methodist University, Dallas, TX — BFA in Theatre (Acting)

AUGUST 2018 - MAY 2022

Graduated with a 3.78 GPA

CONNECT Mentor '19-'22

SMU Feral Cat Program Volunteer

Rick Reedy HS, Frisco, TX

AUGUST 2015 - MAY 2018