

Grace Feray

marilyn23grace@gmail.com | [LinkedIn - Grace Feray](#)

EDUCATION

The University of Texas at Austin

May 2024

Bachelor of Science in Advertising and Radio, Tv, Film; Minor in Business

Specialization: Texas Immersive Institute

EXPERIENCE

SciPlay

Associate Brand Marketing Manager

Austin, TX | June 2024 - Present

- Engineered cross-channel organic social campaigns that accelerated brand engagement, achieving a 279% increase in engagement, a 66% lift in impressions, and capturing 15K+ new followers.
- Co-spearheaded a comprehensive homepage and careers site redesign aimed at talent acquisition; partnered with an external web vendor to manage asset procurement, facilitate design consultations, and author high-impact copy illustrating multi-studio culture.
- Coordinated a Generative Engine Optimization (GEO) strategy to improve brand image in LLM models; optimized the company's Built In profile using a strategic framework of relevance, recency, and repetition, boosting our controlled narrative by 3% this year.
- Automated complex workflows by integrating Microsoft Copilot, ChatGPT, and Claude for data visualization, copywriting iterations, and campaign ideation, optimizing operational efficiency to save 200+ hours of manual work.
- Cultivated the "FIRESTARTERS" employee advocacy initiative on EveryoneSocial, scaling the program to 50+ brand ambassadors and generating 8,000+ organic clicks to the careers site within the first 4 months.
- Analyzed multi-channel KPIs using Google Analytics and Copilot, transforming raw performance metrics into visual dashboards to deliver actionable insights and maximize campaign ROI.

FonsPR

Part-Time Team Assistant

Austin, TX | January 2024 - May 2024

- Coordinated logistics, community engagement, and promotional partnerships for over 30 major studio movie theatrical campaigns.
- Executed hyper-targeted TikTok and Instagram content strategies to drive brand awareness, securing 50,000+ organic views.

Warner Bros Discovery

Campus Ambassador at UT Austin

Austin, TX | August 2022 - June 2024

- Customized national grassroots marketing campaigns for the UT Austin market, strategizing localized activation frameworks to promote 15+ theatrical blockbusters to a target campus audience of 40,000+ students.
- Negotiated and managed 10 micro-influencer partnerships with campus tastemakers to drive localized social content creation, yielding 30K+ views.
- Produced 6 on-site pop-up events, coordinating community outreach and cross-functional logistics between vendors, student organizations, and corporate marketing teams.

SKILLS

- **Brand & Marketing:** Social Media Management (Instagram, TikTok, LinkedIn, Facebook), Employee Advocacy, Organic Campaign Strategy, Field Marketing & Events
- **AI & Technical Tools:** AI Workflows (ChatGPT, Gemini, Midjourney, Microsoft Copilot), Google Analytics, HTML/CSS, Microsoft Office, Google Workspace
- **Creative & Design:** Adobe Creative Suite (Photoshop, Illustrator, Premiere, After Effects, Adobe XD), Copywriting, Asset Organization

CERTIFICATIONS

- Digital Marketing Science Certification from the University of Texas at Austin
- Google Ads Certification
- Google Analytics Certification
- HubSpot Email Marketing Certification