

# Grace An

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## EDUCATION

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**University of Southern California**  
Master of Arts  
Major in Public Relations and Advertising  
**GPA:** 4.0

Los Angeles, CA  
Expected May 2027

**University of Georgia**  
Bachelor of Arts  
Major in Sociology on a Nursing track  
**GPA:** 3.6  
**Honors:** Dean's List and Hope Scholarship Recipient

Athens, GA  
May 2024

## SKILLS AND CERTIFICATIONS

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**Skills:** Marketing & Branding Strategy, Public Relations Writing & Editing, Event Planning, Creativity, Adaptability, Team Collaboration, Customer Engagement & Relationship Building, Microsoft Office 365, Canva, Google Workspace, CapCut, Social Media, Generative AI Tools, Prompt Engineering, POS System, Launchmetrics  
**Languages:** English & Korean  
**Certifications & Training:** TOPIK 5, Copywriting for Social Media, Marketing Communications

## WORK EXPERIENCE

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**The A List x Honeyman Agency** Jan 2026 – Present  
*Showroom Intern*

- Supported talent appointments and curated product placements within an invite-only showroom for celebrities and stylists.
- Assisted with merchandising, inventory management, and organization of back stock.
- Coordinated incoming and outgoing product shipments and maintained accurate tracking of brand assets.
- Helped compile client success reports and recaps to measure placements, visibility, and engagement.
- Collaborated with team members to support brand partnerships, experiential activations, and day-to-day showroom operations.

**USC's Center for Public Relations** Aug 2025 – Present  
*Event Coordinator and Podcast Outreach Leader*

- Coordinated large-scale events, including Lead On, a women's communications conference, and the Center's semi-annual advisory board meeting with 70 industry executives and leaders.
- Supports PR Future, the Center's in-house podcast, by researching and identifying industry professionals and thought leaders to feature as podcast guests. Also in charge of conducting outreach and coordinating communication with prospective guests and supporting scheduling and booking logistics for recordings.

**Hollister Co.** Sept 2024 – Present  
*Retail Sales Associate / Temporary Assistant Manager*

- Promoted during peak seasons (holidays and back to school) to oversee daily floor operations, manage staff performance, and ensure a consistent brand experience.
- Played a key role on the leadership team that helped drive store revenue growth from **\$3.5M to \$4.5M** within a year.
- Hired, trained, and mentored new associates on client engagement, sales techniques, and operational standards.
- Consistently exceeded loyalty and sales goals through strong communication and client relationship building.
- Assisted in executing visual merchandising updates and campaign-aligned displays inspired by social media trends

- Helped coordinate in-store events and promotional initiatives to strengthen staff relations, community engagement, and brand visibility.

**Banana Republic**

Jan 2023 – Feb 2024

***Retail Sales Associate / Stylist***

- Delivered personalized styling and client experiences that reflected Banana Republic’s brand identity and elevated customer satisfaction.
- Partnered with store leadership to execute in-store visual merchandising and seasonal storytelling, ensuring alignment with national campaign aesthetics.
- Trained and mentored new hires on brand presentation, client communication, and POS operations, strengthening overall team performance.
- Recognized as a top performer in loyalty and credit enrollment, contributing to customer retention and long-term brand engagement.

**PROJECTS**

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**Integrated Communications Campaign**

***Abercrombie and Fitch “Curve Love”***

- Developed a year-long integrated campaign for Abercrombie & Fitch’s Curve Love line using the SIP model; conducted AI-driven synthetic audience research via ChatGPT and created AI-generated visual campaign concepts to inform messaging, PESO tactics, and strategic recommendations.

**Crisis Communications Campaign Project**

***American Eagle “Your Jeans are Good Because They’re Yours”***

- Developed a strategic PR plan addressing the public backlash the company received due to their “Good Jeans” campaign and created the brand a new campaign to rebuild trust among Gen Z consumers.

**Strategic Communications Content Kit**

***LEGO® University Icons Campaign***

- Developed a full content kit for a fictional LEGO product launch, including a press release, thought-leadership piece, paid social media ads, and campaign tagline. Applied PR strategy, storytelling, and audience research to create a cohesive brand narrative.

**ACTIVITIES**

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**Doctors Without Borders (Friends of MSF)**

University of Georgia

- Collaborated on advocacy campaigns and campus events raising awareness for global medical crises and humanitarian relief.
- Helped promote MSF’s mission through educational outreach and community engagement.