

## GRAYCE OLSEN

Omaha, NE 68136 | (402) 990-1168 | [grayceolsen04@gmail.com](mailto:grayceolsen04@gmail.com) | Open to Hybrid Work

### EDUCATION

**University of Nebraska-Lincoln**, Lincoln, NE

Bachelor of Advertising and Public Relations May 2026 Major: Advertising and Public Relations

GPA: 3.91/4.00

### EXPERIENCE

**Waterfall Lounge**, Omaha, NE

*Server/Barback/Bartender/Social Media Manager* September 2022-Present

- Manage an 8-10 table section by staying organized and recognizing customer needs to ensure the guests have a pleasant experience.
- Arrange bar areas by adhering to strict standards set by restaurant bartenders and adapting to the fast-paced environment to keep the service flow efficient.
- Collaborate with 3-5 team members each shift by streamlining communication to prevent miscommunication and service errors.
- Develop and execute strategic social media campaigns to promote the bar and restaurant, creating high-quality content (photos, videos, stories, reels) using Adobe Creative Cloud and Adobe Express on Mac.
- Write and edit social media captions and marketing copy in AP Style, maintaining brand tone while increasing online engagement and reach.
- Monitor audience interactions and performance metrics to optimize content strategy and drive brand awareness.

**Signature Homes**, Omaha, NE

*Executive Assistant* June 2022- September 2022

- Efficiently utilized iScanner and Excel by systematically organizing crucial financial data to ensure a more reliable system for employers.
- Maintained the visual appeal of multiple rental properties by completing weekly maintenance tasks and requests to bring in new clientele.

**Beautiful Soul Spa Suites**, Omaha, NE

*Creative Design Specialist* January 2023 – Present

- Design and produce branded digital and print advertising materials using Adobe Creative Cloud and Adobe Express on Mac.
- Create cohesive brand visuals including menus, flyers, social media graphics, and large-scale exterior window decals to promote spa services and reinforce brand identity.
- Collaborate with the management team to implement marketing strategies and ensure brand consistency across all customer touchpoints.
- Apply brand guidelines to all designs, maintaining visual consistency and enhancing client engagement and brand recognition.
- Strategically contribute to storytelling and promotional messaging to increase customer loyalty and visibility.

**OBI Creative**, Omaha, NE

*Social Media Strategist Intern* May 2025 - August 2025

- Developed and executed social media strategies for multiple client accounts, driving engagement and brand awareness across Instagram, Facebook, LinkedIn, and TikTok
- Created compelling, on-brand content including copy, graphics, and short-form video to align with client goals and target audiences
- Conducted content audits and performance analysis to optimize campaigns and improve KPIs
- Collaborated with account managers, designers, and creative teams to deliver cohesive, results-driven digital marketing campaigns
- Utilized scheduling and analytics tools (HeyOrca, native platform insights) to plan, publish, and monitor content

### LEADERSHIP

**Club Soccer Team Captain**, Omaha, NE

*Team Leader* August 2018-July 2022

- Led the soccer team through practices, games, and tournaments by uplifting the team's morale and staying positive to help reach our

full potential as teammates.

-Organized drills and scrimmages by spending extra time outside practice to utilize our time wisely.

## **VOLUNTEER EXPERIENCE**

### **Open Door Mission, Omaha, NE**

*Volunteer* February 2021 -Served meals to people in need at the Open Door Mission by distributing individual portions to each person to fill their plates.

### **Hope Lodge, Omaha, NE**

*Volunteer* January 2024 - Provided patient support by assisting residents with daily needs, offering companionship, and creating a welcoming environment for individuals undergoing cancer treatment.

## **SKILLS**

- Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro
- Adobe Express for quick-turn content creation
- Social Media Strategy & Content Creation: Instagram, TikTok, Facebook, LinkedIn
- AP Style Copywriting & Editing
- Brand Storytelling & Visual Communication
- Campaign Planning, Scheduling & Analytics: Hootsuite, Meta Business Suite, HeyOrca, TikTok Business Center
- Short-Form Video Production (TikTok, Instagram Reels)
- Influencer Outreach & Collaboration
- Portfolio available: <https://www.golsen2025.com/portfolio>
- Mac OS Proficiency

## **HONORS**

- Dean's List, College of Business: Fall 2022, Spring 2023, Fall 2023, Spring 2024
- Dean's List, College of Journalism: Fall 2024, Spring 2025