

Grace Ametin-Gay

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EDUCATION

James Madison University

Bachelor of Business Administration: Marketing
Minor: Honors Interdisciplinary Studies

Harrisonburg, VA

Expected Graduation: December 2025

GPA: 3.365

Achievements: Dean's List, Fall 2022, Spring 2025

Study Abroad: Greece and Turkey, Summer 2025

WORK EXPERIENCE

James Madison University, College of Business

Harrisonburg, VA

Undergraduate Research Assistant

January 2023 - Present

- Collaborate with faculty and the Head of Marketing on a research project examining how social influence tactics drive vulnerable consumers.
 - Project focus: Social media, influencer engagement, and cosmetic spending behaviors.
- Ran a study using Qualtrics, collecting survey data from participants and analyzing responses.
- Applied SPSS to interpret data and generate actionable insights for the literature review.
- Conducted literature reviews to support the research framework and findings.

Consumer Brands Association

Arlington, VA

Marketing Intern

June 2025 - August 2025

- Designed and executed social media content, marketing emails, and newsletters for 3+ major initiatives, including executive events, webinars, and a virtual course, reaching 10,000+ subscribers.
- Created 15+ custom graphics in Canva and built web content in WordPress to enhance campaign visibility and engagement.
- Tracked and analyzed email performance using HubSpot and Excel, providing actionable insights to internal stakeholders.
- Produced social media toolkits for CEO speakers and sponsors; crafted targeted posts highlighting key policy areas.
- Led marketing efforts for the chief supply chain officer network, driving increased workshop registration.

LEADERSHIP AND ACTIVITIES

Sigma Sigma Sigma, Alpha Upsilon Chapter, James Madison University

Harrisonburg, VA

Director of Panhellenic Relations

December 2024 - Present

- Attend bi-weekly meetings with JMU Panhellenic Council to coordinate chapter initiatives and events.
- Track attendance for 10+ Panhellenic events per semester, ensuring accurate reporting and engagement metrics.
- Collaborate with 10+ officer board members to plan and execute chapter activities.
- Serve as a delegate between Sigma Sigma Sigma and JMU Panhellenic Council, representing the chapter in council communications.

Arc Degree Leader

August 2023 - December 2023

- Prepared and educated 10+ new members for Initiation, teaching organizational values, history, and traditions.
- Served as a primary point of contact during the Arc Degree education period, answering questions and guiding new members.

Delta Mu Sigma Digital Marketing Honor Society

Harrisonburg, VA

Secretary-Treasurer

October 2023 - Present

- Participated in networking events to connect digital marketing students with industry professionals, contributing to member engagement and professional development.
- Organized and ran initiation ceremonies for 10+ new members.

Panhellenic Council

Harrisonburg, VA

Rho Gamma

February 2024 - September 2024

- Guided 15 new members through the recruitment process, coordinating schedules for 5 rounds to ensure seamless execution.
- Ranked potential new members' preferences for optimal match placements.
- Provided effective support and advice, addressing questions and concerns promptly.

SKILLS AND CERTIFICATIONS

Soft Skills: Time Management, Adaptability, Organization, Collaboration, Communication, Critical Thinking, Problem-Solving, Attention to Detail, Creativity, Leadership

Technical Skills: Microsoft Excel, Microsoft Word, Microsoft PowerPoint, SQL, Qualtrics, SPSS, Power BI, R Studio, WordPress, HubSpot, Canva, Google Ads, Hootsuite

Certification: Social/Behavioral Research Citi Certification, HubSpot Academy Digital Marketing Certification, Google Ads Search Certification