



# GRACE GAGNON

CONTENT MARKETING SPECIALIST

## PROFILE

I am a content marketing specialist with years of experience in writing, video editing, filming, and podcasting. Looking to apply my skillset to expand company branding through video, written, and social media content.

## EDUCATIONAL TRAINING

### University of Connecticut

*B.A. in Communication and Journalism, 2018*

## CHARACTER REFERENCES

### David Hermanovitch

Assignment Desk Manager  
WBNG-TV  
Cell: (607) 371-1509

### Mike Chaiken

Editor  
The Observer  
Cell: (860) 805-5356

### Dawn Nieslon

Marketing and Public Relations Specialist  
Bristol All Heart  
Cell: (860) 584-6190

## HOW TO REACH ME

Cell: 860-593-4411  
Email: [gracegagnontv@gmail.com](mailto:gracegagnontv@gmail.com)  
Address: 47 Telegraph St., Boston MA 02127  
Website: <https://www.gracegagnon.com/>

## CAREER SUMMARY

### Senior Content Marketer

ProfitWell | August 2019 to present

- Write, voice, and edit daily podcast
- Write and build weekly newsletter
- Produce in-depth shows for Recur Studios
- Write and manage SEO blog content
- Write social media copy to promote video and blog content

### Multimedia Journalist

WBNG-TV | June 2018 to June 2019

- Interviewed, filmed, wrote, and edited stories for daily broadcasts
- Reported live on breaking news and intense weather
- Produced and directed entire newscasts

### Freelance Writer

Bristol All Heart | December 2019 to present

- Interview Bristol residents and write feature stories about careers in Bristol

### Columnist

The Observer | May 2016 to April 2020

- Wrote weekly op-ed weighing on current events, personal feelings about a situation, or life experiences

## SKILLS

Adobe Suite, Avid, Final Cut, Descript, HubSpot, Wix, WordPress, MailChimp, SEO blog content, social media content, editorial writing, feature writing, podcast, and show scripting