

Grace E. King

Ames, IA | (541) 632-2746 | grace.elaine.king@icloud.com

PROFESSIONAL SUMMARY

Marketing and communications professional with hands-on experience in SEO, WordPress website development, social media management, copywriting, and digital content strategy. Proven ability to independently own and execute end-to-end digital marketing operations for a small business. Adept at wearing multiple hats, managing competing priorities, and communicating clearly with customers and stakeholders. Bachelor of Science in Communication, Minor in Writing, Magna Cum Laude.

EXPERIENCE

Office Associate (Digital Marketing & Web Management Focus) | *Home Fires Inc.* | Ames, IA

August 2024 – Present

- Built and launched the company website from the ground up using WordPress and Elementor, reclaiming full ownership of the site and domain from a third-party vendor (HiBu) and eliminating ongoing vendor fees.
- Own all SEO operations including keyword research, on-page content optimization, meta titles and descriptions, image alt text, Google Business Profile management, and directory listings.
- Manage all social media presence across Facebook and Instagram, including content planning, copywriting, graphic creation in Canva and Adobe Express, and scheduling via Hootsuite and Promoboxx.
- Write all website copy, product descriptions, and customer-facing messaging to maintain a consistent brand voice and drive customer inquiries.
- Manage customer relationships end-to-end: coordinate appointments and calendars, respond to inquiries via phone, email, and web forms, and follow up on outstanding invoices and accounts receivable.
- Maintain organized records of customer, vendor, and service data; process payments and track business data using Quickbooks, Microsoft Excel, and Google Workspace.

EDUCATION

Bachelor of Science in Communication, Minor in Writing

Portland State University, Portland, OR | Graduated June 2024

Magna Cum Laude

TECHNICAL SKILLS

SEO & Digital Marketing: Keyword research, on-page optimization, meta tags, Google Business Profile, image alt text, directory listings

Content & Copywriting: Website copy, social media content, brand messaging, editing, proofreading, internal and external newsletters

Web & CMS: WordPress, Elementor, website troubleshooting and maintenance

Social Media & Scheduling: Meta Business Suite, Instagram, Hootsuite, Canva, Adobe Express, Promoboxx

Software & Tools: Microsoft Office (Excel), Google Workspace, Trello, Qualtrics