

Grace Jacobson

Input | Adaptability | Learner | Competition | Positivity

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Education:

Kansas State University

B.S. in Agricultural Communications and Journalism

Secondary Major in Global Food Systems Leadership - concentration in Economics and Marketing

Minor in Mass Communications and Journalism

Related Experiences:

Kansas Beef Council — Communications Coordinator, May 2022 to current

- Utilize producer preferences research to develop producer communications strategy
- Create producer-facing newsletters, advertisements and campaigns to build trust and awareness of the Beef Checkoff
- Formulate and implement producer radio and newsletter schedules and templates
- Establish relationships with industry experts, publications and organizations to identify potential partnerships
- Seek opportunities to connect with producers about the Beef Checkoff and KBC programming
- Implement key performance indicators to measure the effectiveness of all marketing initiatives
- Collaborate with KBC staff to plan and execute programming that fits into the annual marketing plan
- Plan the social media calendar around current trends and KBC-funded market research dashboards
- Provide reports to stakeholders outlining how current marketing efforts align with the annual marketing plan objectives

Beef Cattle Institute — Communications Intern, October 2020 to May 2022

- Produced weekly Cattle Chats podcast using Camtasia and Premiere Pro
- Managed social media accounts and curated content for all platforms using Twitter and Facebook publishing tools
- Captured high-quality photographs used in marketing materials such as newsletters and social media posts
- Constructed multimedia content for research and grant projects using Adobe Creative Suite

Kansas State Research and Extension — Student Intern, October 2020 to May 2022

- Recorded interviews and b-roll for video projects
- Edited videos for various departments in the College of Agriculture and extension locations using Adobe Creative Cloud

The Kansas State Agriculturist Magazine — Writing and Photography Editor, January 2021 to May 2022

- Developed story ideas and delegated to writers
- Used Adobe Lightroom Classic to edit photos for print
- Proofread all editorial articles for grammatical and AP Style mistakes
- Ensured all writing and photography adhered to the branding guide to maintain visual and editorial cohesiveness

American Hereford Association— Hereford Publications Inc. Intern, Summer 2021

- Contributed editorial and news content to the Hereford World magazine to showcase industry insights and key events
- Filmed and photographed action at the Cattlemen's Congress and Junior National Hereford Exposition
- Assisted in writing press releases during the Junior National Hereford Exposition

Skills:

AP Style, Adobe Creative Suite, Collaboration, Multitasking, Microsoft Word, Time Management, Photography, Writing

Volunteer Work:

The Kansas State Agriculturist Magazine, volunteer editor

Lenexa Baptist Church, High School Ministry, volunteer leader