

# Carly Grieff

(239) 331-0343 [cagrieff@gmail.com](mailto:cagrieff@gmail.com) 172 East 82<sup>nd</sup> St. New York, NY 10028  
Website: <http://cagrieff.wix.com/carlyanngrieff>



## EXPERIENCE

---

**MSLGROUP, New York, NY**

**October 2014 - Present**

**Account Associate, Health Practice**

- Conduct daily real-time monitoring and develop coverage reports for Eli Lilly & Co.
- Manage social media channels for various brands including Lilly Diabetes
- Serve as the daily client contact and accountable for meeting notes, task grids, and call agendas
- Responsible for distributing monthly billing packages to clients
- Develop press releases and key messaging documents for client's milestones

**MSLGROUP, New York, NY**

**Summer 2014**

**Intern, Health Practice**

- Created a PR program with team of interns for LivingSocial and presented to senior executives
- Conducted daily monitoring and created in-depth coverage reports for ANN INC., American Well and Exact Sciences
- Compiled targeted media lists using CisionPoint

**The Greenville News, Greenville, SC**

**Fall 2013**

**Marketing/Journalism Intern**

- Assisted the Associate Marketing Manager in meeting preparations, finalizing event details, and community outreach
- Managed social media sites for *TALK Greenville* magazine including Facebook, Twitter, and Pinterest
- Wrote weekly blog posts on WordPress to be uploaded onto the editor of *TALK Greenville's* blog
- Helped organize, plan and execute an event for the publication with 500+ people in attendance

**Encompass Media Group, New York, NY**

**Summer 2013**

**Marketing Intern**

- Organized a detailed database of target marketing areas for specific products
- Assisted with marketing campaigns and research for clients, such as Kia Motor Company
- Administered casting calls for marketing campaigns, including one for Comedy Central

## EDUCATION

---

**Furman University, Greenville, SC**

**May 2014**

Bachelor of Arts in Communication Studies GPA: 3.4/4.0

**CIMBA Undergraduate (Study Abroad), Paderno del Grappa, Italy**

**Fall 2012**

- **Social Media Expert:** Promoted the program by updating their Twitter, Facebook, and Instagram pages daily as well as making weekly videos for their YouTube channel
- **CIMBA Student Ambassador:** Student blogger once a week for the program
- Studied business and communications, acquired an overview of European practices, visited with local companies and executives

**Florida State University International Programs, Valencia Spain**

**Summer 2012**

- Studied multinational business and Spanish culture and civilizations
- Observed and analyzed the business practices of local companies

## ACTIVITIES AND CLUBS

---

**Furman Dance Company** - perform at football games, basketball games, and in an annual showcase

**Furman University Outdoor Club** - participate in the annual ski trip and various hiking trips

**Delta Delta Delta** - volunteer at our local philanthropy and many different onsite events