

Carly Grieff

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EXPERIENCE

MSLGROUP, Boston, MA

June 2014-Present

Public Relations Intern, Healthcare IT & Corporate Social Responsibility

- Measured social media engagement for ANN Inc. on Twitter, Facebook, and Instagram
- Compiled comprehensive media lists using CisionPoint
- Researched relevant speaking opportunities, social media campaigns, and industry trends for various accounts to assist with their personal PR program strategies
- Created a PR program with team of interns for Living Social and presented to senior executives

The Greenville News, Greenville, SC

Fall 2013

Marketing/Journalism Intern

- Assisted the Associate Marketing Manager in meeting preparations, organizing mail, finalizing event details, and various research
- Managed social media sites for *TALK Greenville* magazine including Facebook, Twitter, and Pinterest
- Wrote weekly blog posts on WordPress to be uploaded onto *TALK Greenville's* website
- Helped organize and plan an annual 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 for various clients, such as Kia Motor Company
- Administered casting calls for marketing campaigns, including one for Comedy Central

Arthrex, Inc. Naples, FL

Summer 2012

Marketing Communications Intern

- Helped the photography team to ensure all medical devices were photographed for multimedia and advertising purposes
- Kept track of advertisements and multimedia featured on arthrex.com
- Created an online journal archive for all past print advertisements and promotions

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