

Grace Alto

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EDUCATION

Lehigh University, Bethlehem, PA

Bachelor of Arts in Journalism and Theatre, Minor in Marketing
Dean's List: Fall 2022, Spring 2023, Spring 2024, Fall 2024

Graduation: May 2026

GPA: 3.63

WORK EXPERIENCE

MarComm/Photography Assistant

Lehigh University Office of Sustainability, Bethlehem, PA

January 2023 – Present

- Created Content for OoS Social Media
- Bethlehem Farmers' Market Social Media Assistant
- Proofread and edited the monthly newsletter

2025/2026 Multimedia Intern

August 2025 - Present

Lehigh University Communications & Public Affairs, Bethlehem, PA

- Worked closely and shadowed the lead UCPA multimedia content producer
- Captured images for Lehigh UCPA to use in marketing materials
- Wrote captions and blog posts for the Lehigh website

Brother Social Media Intern

June 2025 - August 2025

Brother International, Bridgewater, NJ

- Shortform Content Creation for TikTok and Reels
- Created a Competitor Analysis of various other social media platforms in Brother's niche
- Developed end-of-month/quarter reports on Sprout

TikTok Intern

January 2023 – August 2025

Lehigh University Communications & Public Affairs, Bethlehem, PA

- Filmed TikTok content about Lehigh for prospective applicants
- Found Trending Sounds to utilise on the admissions account
- Interacted with students to create engaging content

COMMUNITY INVOLVEMENT

Greening the UN Diplomatic Communications Liaison

August 2025-Present

- Communicated with UN partners and created marketing materials

Epitome Yearbook Copywriter

August 2024-Present

- Copywrote and edited captions in the yearbook before publication

LEADERSHIP

Journalism Department DEIA Committee Member | Lehigh University

May 2024- Present

ALA Jersey Girls State Elected Governor | American Legion Auxiliary

June 2021 - June 2022

SKILLS

Google Suites, Office 360, Canva, Wix, Meta Suite, Twitter, TikTok, LinkedIn, Hootsuite, Sprout, Photography, Adobe Creative Cloud, 80 WPM, working proficiency in French

CERTIFICATIONS

Publishing Certification | Sprout

May 2024

FSF Summer Scholar Series Certificate | Fashion Scholarship Fund

Aug. 2024

Creation & Branding, Retail & Customer Experience Certificate | Inside LVMH

June 2024