

# GRACE DICARLO

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## EDUCATION

### **The University of Scranton**

*Bachelor of Science in Marketing, second major in Advertising/PR/Social Media*

**Scranton, PA**

*Anticipated Graduation May 2027*

- Public Relations track
- Overall GPA: 3.8/4.00
- Loyola Scholarship for academic achievement | Dean's List (Fall 2023, Spring 2024, Fall 2024, Spring 2025)
- Relevant Coursework: Contemporary Public Relations, Managerial Accounting, Excel for Business

### **Study Abroad**

*Sacred Heart University – Dingle, Ireland*

**Dingle, Ireland**

*Summer 2024*

## WORK EXPERIENCE

### **Inteplast Group**

*Marketing Intern*

**Livingston, NJ**

*May 2025-Present*

- Conduct customer service surveys across all Inteplast and Amtopp sectors
- Present survey findings to top management to find effective strategies to improve results
- Support the billing process through data entry, error checking, and follow-up communication
- File and monitor customer complaints through internal systems

### **The University of Scranton**

*Athletics Department Work Study*

**Scranton, PA**

*September 2025-Present*

- Capture and edit high-quality photographs of athletes for use across official social media platforms
- Operate and update live game scoreboards during livestreams, ensuring accurate information for online audiences
- Manage in-game music and sounds to create an engaging and entertaining atmosphere for fans

*News and Media Relations Intern*

*January 2025-May 2025*

- Authored press releases, hometown releases, and media advisories
- Collaborated with media outlets such as Fox 56, WBRE/WYOU, and WVIA to advertise and run stories
- Assisted in the planning and execution of media outreach campaigns
- Worked directly with the Director of News and Media Relations

### **Noteology**

*Entrepreneurship Intern*

**Scranton, PA**

*September 2024-May 2025*

- Supported daily operations, inventory management, and customer service
- Enhanced project management and communication skills in a small business setting
- Completed daily tasks, including manufacturing, order fulfillment, and product updates

*Operations Associate*

- Took on additional inventory oversight, improving stock tracking, and reducing errors in product availability
- Supported product development by researching trends and collaborating on new ideas with the team
- Provided leadership in day-to-day operations, mentored new interns, and guided operational tasks
- Assisted in marketing efforts, helping with content creation for social media and customer outreach

### **White Birch Media Group**

*Digital Marketing Intern*

**Greater Scranton Area (Remote)**

*August 2024- December 2024*

- Produced engaging, BuzzFeed-style posts to drive traffic and boost user engagement using WordPress
- Developed SEO and digital marketing skills, optimizing search engine and social platform content
- Analyzed traffic and engagement data to improve conversions
- Contributed to content creation and image design for blog posts

## LEADERSHIP EXPERIENCE

### **The University of Scranton Players**

*Co-Communications Liaison*

**Scranton, PA**

*May 2024-Present*

- Act as the main point of contact between club members and prospective participants/attendees
- Promote upcoming events and performances through social media campaigns, increasing audience attendance
- Design, curate, and publish engaging Instagram content to strengthen brand identity and boost follower interaction

## ADDITIONAL INFORMATION

*Activities:*

Marketing Club, Performance Choir, Steel Drum Ensemble, Scranton Players Crew, Art Club

*Skills:*

Canva, Adobe Lightroom, Tableau, WordPress, Social Media (Facebook, X, Instagram), Microsoft Office 365 (Excel, Outlook, PowerPoint, Word), Google Workspace (Drive, Docs, Sheets, Slides)