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 1126 25th St.  
Des Moines, IA 50311

## EDUCATION

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### Drake University 2019 - 2023

#### Bachelor in Journalism & Mass Communication

- Magazine Media
- Digital Media Production

#### Bachelor in Arts

- History
- Spanish (Minor)

## OTHER EXPERIENCES

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Communication Chair | Drake MOSAIC

Peer Mentor | International Student Services

Publicity Chair | Phi Alpha Theta

Writer & Photographer | Drake Magazine

Photo Editor | Urban Plains

Photographer | Animal Rescue League

Social Media Volunteer | Iowa Rabbit Rescue

Advisor | SJMC Student Advisory Council

## AWARDS & HONORS

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Phi Beta Kappa - National Honors Society

Kappa Tau Alpha - Journalism Honors Society

Phi Alpha Theta - History Honors Society

Summa Cum Laude

Departmental Honors

Dotdash Meredith Corporation Scholar 2022-2023

Dean's List Fall 2019 - Spring 2023

# CASSIDY GRUBISIC

Helping innovative brands create content and develop digital strategy.

## WORK EXPERIENCE

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### Editorial Apprentice | Dotdash Meredith | Des Moines, IA

September 2022 - Present

- Collaborate with various departments to produce monthly issues of Travel + Leisure Magazine.
- Fact-check and conduct supporting research and interviews in a fast-paced environment.
- Assist editors with tentpole projects such as the annual World's Best Awards, Global Vision Awards, and the A-List Travel Advisors List.

### Social Media Intern | Meyocks | Des Moines, IA

January 2022 - August 2022

- Supported the digital content team on day-to-day functions such as concepting, coordination of assets, scheduling, community management and engagement for a variety of social media campaigns and clients.
- Suggested and implemented tactics to drive growth on all social media platforms.
- Conducted market and trend research and analyzed analytics to help improve overall digital strategy.

### Social Media Manager

Intercultural Outreach Initiative | Galapagos Islands

May 2021 - July 2021

- Generated footage (photo and video) as well as text that accurately and meaningfully captured the nature of IOI's international presence and impact.
- Worked across the organization to ensure that all components of the IOI model are captured and displayed.
- Collaborated with IOI team members in various departments to pull out and highlight the pieces of the work that most thoroughly demonstrate and illuminate its lasting, positive effects.