

Grace Denton

(201) 787-6078 · gracedenton333@gmail.com · [linkedin.com/in/gracedenton/](https://www.linkedin.com/in/gracedenton/)
Tewksbury, New Jersey

EDUCATION

Syracuse University, S.I. Newhouse School of Public Communications

Bachelor of Science in News & Digital Journalism, Minor in Spanish

- *Magna Cum Laude*

Syracuse, NY

August 2020 - May 2024

PROFESSIONAL EXPERIENCE

The Recording Academy

Sept 2024 - Present

Grammy U Ambassador, New York Chapter

- Promoted Grammy U membership to students and young professionals through events and campus engagement initiatives.
- Increased member participation by hosting virtual programs and opportunities while tracking efforts to boost awareness.
- Reported to New York representatives to coordinate special events in the New York, NY community.

Lakeside Entertainment Group

Jan 2024 - May 2024

Administrative Intern

- Developed content calendars for label and artist social media accounts. Played a key role in planning artist social media campaigns.
- Conducted market research to identify digital growth opportunities and contributed to the execution of marketing campaigns to strengthen artist profiles.
- Managed administrative tasks such as calendar management, meeting organization, and special projects.

WJPZ Radio

Jan 2023 - Jan 2024

President/General Manager

- Handled all aspects of station operations, including financial management, staff coordination, alumni relations, sponsorships, and executive staff meetings.
- Managed a budget of over \$100,000 across multiple fiscal years, implementing new organizational policies that ensured long-term financial stability and success.
- Successfully motivated, counseled, and guided staff members, aligning their efforts with station goals to enhance team productivity.
- Coordinated successful digital and Out-Of-Home activations in collaboration with artists, producing fan-centric content.

Republic Records

June 2023 - Aug 2023

Promotion Intern

- Conducted research on streaming data and chart positions, providing valuable insights to the Radio Promotion team.
 - Analyzed playlist reports for Spotify and Apple Music, identifying trends that helped optimize promotional strategies.
 - Generated detailed DMA reports for songs, enabling targeted marketing efforts in specific U.S. regions and contributing to increased regional airplay.
 - Completed a capstone project focused on new artist development and branding, presenting actionable strategies that were adopted to enhance artist visibility and market penetration.
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SKILLS

- *Social Media, Adobe Creative Cloud, Microsoft Office, Communication, Organization, Music Industry*