
Grace Rennaker

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WORK EXPERIENCE

Digital Marketing Specialist

Jan 2022 - Present

Feed My Starving Children

- Orchestrate the development and execution of email campaigns reaching audiences of up to 500k weekly.
- Led the successful transition to the company's first marketing CRM, HubSpot, streamlining processes and improving data management capabilities, thereby cultivating a more robust and engaged email subscriber base.
- Spearheaded the project to implement an AI email send time optimization platform, leveraging predictive analytics to determine optimal email delivery times based on recipient behavior, resulting in a 46% increase in click-through rates in the first month.
- Pioneered the company's inaugural SMS marketing program, yielding over 500% ROI in the first quarter.
- Manage digital pay-per-click advertising programs using Google Ads.
- Present comprehensive monthly email analytics to the marketing team, offering strategic recommendations for improvement.

Digital Marketing Consultant

Aug 2017 - Present

Freelance

- Client Highlight: Tyler Miller Team - Edina Realty
- Produced monthly email newsletters, resulting in a 6.14% increase in average open rates and a 1.6% increase in click rates.
- Planned, designed, and scheduled organic social media posts using Loomly and Canva.
- Executed paid media campaigns in Facebook Ads Manager.
- Curated and updated website content using HTML and CHIME CMS.
- Other clients include Blue Cross & Blue Shield of MN, Minor League Baseball, Serre Torrigiani, and Keepsake T-Shirt Quilts.

Owner & Jewelry Designer

Oct 2020 - May 2023

Belanzé

- Strategized, implemented, and managed all ECommerce initiatives on Shopify, increasing conversion rates by 56% from 2021 to 2022.
- Maintained email marketing database and executed campaigns using Flodesk and Klaviyo.
- Designed and manufactured over 300 unique earring designs.
- Showcased products at trade shows and special events, fostering business connections and attracting new customers.

Owner & Photographer

Sep 2016 - Jun 2022

Grace Rennaker Photography

- Established comprehensive marketing communications, branding, PR, and advertising strategies.
- Developed a high-converting website through Showit, ranking on the first page of Google for local search terms.
- Utilized paid and unpaid promotions on social media platforms such as Facebook, Instagram, and Pinterest.
- Cultivated strategic partnerships with 3 local influencers with a combined 6.5 million followers on TikTok and 1 million on Instagram.
- Increased average order value to more than \$1,600 in 2021, reflecting a 10% year-over-year increase.

EDUCATION

Bachelor Of Arts in Emerging Media, Marketing And Business Management

Capital University

SKILLS

Advertising, Customer Relationship Management, E-commerce, Email Marketing, Facebook Marketing, HTML, Photography, SMS Marketing, Social Media Marketing

Software: Adobe Creative Suite, Canva, Google Ads, Google Analytics, HubSpot Marketing Cloud, Salesforce Marketing Cloud, Shopify