

# GRACE FURST

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## EDUCATION

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### **Southern Methodist University, Cox School of Business**

Dallas, TX

*Bachelor of Business Administration, Management*

May 2021

*Bachelor of Fine Arts, Dance Performance*

- Cumulative GPA: 3.92/4.00
- *Second Century Scholar* (merit-based scholarship)
- Recipient of the *Ludi Mai Sensabaugh Goode Memorial Scholarship*
- Honor Roll (top 15% of school record) for all semesters

## EXPERIENCE

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### **MOKA**

Rocky Point, NY

*Website Designer & Developer – Contract*

Jan 2021 – Present

- Designed website for local Italian restaurant to improve menu accessibility and online reservation process
- Created 4 original logos in Figma representing client's brand image and color palette
- Uploaded 15 press releases to WordPress website resulting in an increase for website's SEO
- Edited team member pictures using Canva to create consistency among all images

### **OrcaChat, LLC**

Dallas, TX

*Website Designer & Developer, Brand Strategist*

Jul 2020 – Present

- Consult with CEO & Founder on brand strategies to enhance online presence and audience engagement
- Built WordPress website and company logo in less than 1 month, keeping company mission and vision in mind
- Engineered an immersive prototype of app for Apple and Android app stores using Figma
- Utilized analytic tools such as Instagram Insights and Google Analytics to learn more about company's followers and tailor content

### **C.E.A. Scholtes & Associates**

Baltimore, MD

*Website Designer & Developer*

Aug 2019 – Present

- Devised, developed, and maintained firm's website utilizing WordPress to revamp user experience
- Increased SEO and security features to increase visitation by 40%

*Accounting Intern*

Jul 2019 – Sep 2019

- Managed a local foundation's general ledger
- Operated QuickBooks to pay bills, make journal entries, and complete bank reconciliations

## LEADERSHIP AND ACTIVITIES

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### **Diversity & Inclusion Task Force**

Dallas, TX

*Active Member*

Aug 2020 – Present

- Met monthly to discuss ways to increase cultural and religious awareness on campus
- Lead discussions with SMU students about diversity and inclusion to improve student experience

### **American Ballet Theatre Summer Intensive**

New York, NY

*Pre-Professional Student*

Jun 2019 – Jul 2019

- Trained 8 hours every weekday for 3 weeks in ballet pointe, jazz, and modern dance techniques
- Performed ballet in end of program excerpt of *Sleeping Beauty*

## ADDITIONAL INFORMATION

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**Computer Skills:** Microsoft Office (Excel Certified, PowerPoint, Word), MySQL, Tableau, and WordPress

**Language Skills:** Intermediate Spanish (conversational speaking, reading, and writing)

**Interests:** Photography & Film, Kayaking, Choreography