

GRACE NORMAND

Communications & Content Specialist

View Portfolio | (513)-665-9100 | grace_normand@outlook.com | Cincinnati, OH



EDUCATION

Taylor University – Upland, Indiana
B.A. in Communication, minors in Sport Management and Professional Writing

2022 – present, graduating May 2026

- Study abroad in Budapest, Hungary, January 2025
- Panelist at the Central States Communication Association Conference, April 2025

SKILLS

- Microsoft Office
- AP Style
- Adobe InDesign
- Adobe Acrobat
- Transcription
- Content writing
- Research

EXPERIENCE

Sports Information Student Assistant

October 2024 – Present

Taylor University Athletics Department

- Act as producer and director for Wirecast live streams, updating the score, clock, and running commercials for sports including basketball, volleyball, softball, and baseball
- Assist with camera operations for soccer
- Participate in setup and tear-down of media equipment, troubleshooting technology issues as needed
- Produced and directed Taylor University's annual Silent Night basketball game in 2024 and 2025

Communication Department Teaching Assistant

August 2023 – Present

Taylor University

- Grade weekly assignments for classes of 30-40 students
- Work with students one-on-one for assignment assistance as needed
- Make course material recommendations and update assignment descriptions and class resources online
- Contribute to in-class discussions, introduce certain assignments, and lecture for portions of class

Game Day Communications Intern

August – December 2025

Indianapolis Colts

- Assisted with press box setup; stuffed game programs with weekly press box notes and relevant materials
- Delivered stats to home ownership, visiting ownership, and network TV booths at the end of each quarter
- Attended post-game press conferences and open locker room sessions for home and visiting team and transcribed interviews

Promotional Events Game Day Intern

March – September 2025

Cincinnati Reds

- Served as field escort for special ceremonies including Color Guard, first pitch, and honorary captain
- Selected and prepared fans for in-game scoreboard promotions, managing proper sponsorship execution
- Escorted mascots while monitoring fan interactions and ensuring completion of requested visits
- Assisted with the execution of special events, including Reds Rover outings, the Corporate Partnerships Golf Outing, Redlegs Run, and post-game concerts

Social Media Marketing Intern

May – August 2024

DeanHouston

- Maintained internal social media pages through post ideation, development, and scheduling via Hootsuite
- Wrote awareness, publicity, and press release posts for client pages
- Utilized project management system to communicate with account managers and delegate assignments to team members
- Conducted social media research and created subsequent recommendations

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Yearbook Copy Chief

Taylor University

- Oversaw all copywriting for the 2023-2024 yearbook
- Designated 3-5 writing assignments per week
- Proofread and edited all copy, total of 212 pages
- Coordinated with team of 10 members as needed
- Yearbook awarded first place by the American Scholastic Press Society

August 2023 – May 2024

Media and Content Marketing Intern

DeanHouston

- Developed process for compiling comprehensive social media competitive audits and completed over 20
- Wrote social media posts for internal and client pages monthly
- Contacted publication representatives to collect and record metrics from clients' ad placements
- Updated media plans and media schedules monthly

May – August 2023

Yearbook Copywriter

Taylor University

- Wrote captions and feature paragraphs weekly for 1-2 yearbook spreads
- Attended campus events to collect context information
- Proofread spreads monthly

September 2022 – May 2023

Media and Content Marketing Intern

DeanHouston

- Collected monthly media metrics and updated media metrics spreadsheets
- Formatted metrics presentations for clients
- Wrote content for DeanHouston and client social media pages

April – August 2022

FREELANCE

Guest Contributor

The Echo

September 2024 – May 2025

- Wrote "Normand's Nuggets" columns for the sports section of Taylor University's student newspaper, covering the biggest sports trends and season/playoff previews
- Delivered 3-4 articles per semester
- Received Third Place Award for Division III Sports Column by the Indiana Collegiate Press Association, 2025

VOLUNTEER

Redsfest Autograph Booth Leader

Cincinnati Reds

January 16-17, 2026

Academy Shepherd

Uncommon Sports Group

April – June, 2025

Athlete Drug Testing Assistant

NCAA DII Track & Field Championships

March 15, 2025

Front Desk Check-In Assistant

Grant County, Indiana Special Olympics

February 22, 2025

Redsfest Sponsor/Vendor Escort

Cincinnati Reds

December 2, 2023

References available upon request.