

GRACE FRYE

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PROFESSIONAL EXPERIENCE

Catalyst:Ed, Remote

July 2021 – Current

Manager, Community Engagement

- Create and deliver the community strategy, roadmap and KPIs for a network of over 900 independent consultants. Oversee the development and execution of all programming, resources and learning opportunities. Moderate and foster engagement with community members through monthly webinar calls of 100+ attendees, bi-monthly resource group meet-ups, 1:1 support and an online community platform.
- Build trust with members and boost network presence by regularly gathering, logging and amplifying the community's feedback, insights and stories to executive leadership, programmatic teams and external audiences.
- Launched a recruitment/retention program that streamlines member applications, onboarding and network growth.

Senior Associate, Community Engagement

- Wrote and edited quarterly feature stories from the network and content for newsletters and social media channels.
- Provided hands-on and timely support to network members and created resources and guides focused on FAQs, collaboration-oriented partnerships and business development to help members navigate the consultant network.

Associate, Programs

- Managed logistics for 50+ capacity-building projects simultaneously, including RFP writing, matching consultants to clients, contracting, invoicing, budget tracking and facilitating feedback from all stakeholders.

Freelance Copywriter, Remote

July 2020 – July 2021

Interviewer & Copywriter for startups

- Pitched story ideas, conducted interviews with industry leaders and customers and researched, wrote and edited original blog and social content for emerging tech companies focused on establishing a market presence, highlighting customer success stories and building content marketing libraries in various industries.

Citizen Yoga, Cleveland, OH

October 2020 – July 2021

Lead Experience Manager

- Oversaw team of Experience Managers, including training new team members, communicating weekly sales goals and optimizing studio performance. Owned studio logistics like emails, reporting, social media and retail display.
- Managed studio operations and helped students with scheduling, purchasing and disputes. Key focus on building relationships with students and increasing studio membership.

Wistr, Inc., Cleveland, OH

August 2018 – July 2020

Content & Digital Marketing Specialist

- Developed company voice and style, designed and implemented editorial campaign strategy and calendar and owned all company content including asset creation, email & social marketing and blog copy.
- Increased average weekly webinar series attendance from 15-20 unqualified registrants to at least 50 qualified leads per event by introducing new relevant webinar topics and optimizing content delivery.
- Partnered with the customer success team to redesign Wistr software admin site. Wrote 30 new help center articles which increased customer usage and satisfaction.

Business Development Representative

- Built creative direct outreach campaigns to engage prospects with 30 new touchpoints and at least 5 product demos per week. Owned a full-stack sales pipeline of \$1M from sourcing leads to closed contracts.

ACHIEVEMENTS

Venture for America, Fellow

Society of Professional Journalists Mark of Excellence Awards: 1st Place National Winner: Breaking News Reporting, Small School Division (2018), 1st Place Region 8 Winner: Feature Writing, Small School Division (2016)

Texas Intercollegiate Press Association Awards: 1st Place Division 5 Winner: Breaking News (2018), 1st Place Division 5 Winner: Headline Writing (2017)

SKILLS

Project & stakeholder management, copy editing, interviewing, feature & news writing, community engagement, roller skating

EDUCATION

Trinity University, San Antonio, TX — Bachelor of Arts | *Major:* Communication, *Minor:* Economics