

GRACE LACKOVIC

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EDUCATION

Bachelor of Fine Arts in Art and Design

Dual Emphasis in Graphic Design and Photography

West Virginia University, Morgantown, WV

Expected graduation: May 2027

GPA: 4.0

EXPERIENCE

Marketing Intern for Blue & Co., LLC, Columbus, OH

06/2026-Present

- Designed marketing materials and graphic assets while maintaining brand consistency and visual standards
- Developed customizable templates, including multi-page reports in Microsoft PowerPoint and Adobe InDesign
- Created social media templates and promotional materials in Adobe Illustrator and Canva for LinkedIn, Facebook, and other digital platforms
- Currently redesigning the company's intranet to improve navigation and information accessibility, enhance user experience, and increase alignment with the brand's identity
- Contributed to photography projects and coordinated photo shoots to expand marketing materials, provide content unique to the brand, and develop a more cohesive identity

Director of Social Media for WVU Delta Gamma Sorority

2024-2025

- Oversaw accounts on Instagram and TikTok platforms and responsible for social media management and content creation
- Increased posted content by over 177%
- Raised total Instagram followers by over 17%
- Generated consistent posts, stories, and reels
- Created promotional graphics that represented Delta Gamma's image, brand, and values

T.J.Maxx Sales Associate, McMurray, PA

2021-2026

- Trained new employees, assisted customers on the sales floor, cross-trained to work all zones of the store
- Performed customer service at registers, organized, styled, stocked, and rearranged the sales floor
- Processed merchandise from daily truck shipments

SKILLS

Design

Typography and Lettering

Page Layout

Book Design

Identity Systems

Packaging Design

Advertising

Digital and Film Photography

UI/UX Design and HTML and CSS,

Website Design

Software

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Bridge, Premiere Pro, After Effects)

Microsoft Office

Visual Studio Code

Figma

Canva

ACTIVITIES

Creative Consultant and Media Mentors Program, WVU

2024-2026

Director of Social Media, Delta Gamma

2024-2025

Graphic Design Club

2025-Present

Delta Gamma Sorority

2024-Present

AWARDS & RECOGNITIONS

Reading Fulfills Ad Campaign

published on Ads of the World

03/2026

WVU Honors College

2023-2025

TED Talk Campaign and Chunky

Monkey Typeface Specimen, Graphic Design Club & Art Lab Fall Exhibition

2025-2026