

G R A C I E

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H A R D Y



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<https://www.graciesglamourcorner.com>



602.300.0153

Dear Hiring Manager,

I am drawn to brands that do more than sell products. Brands that create meaning, connection, and moments that stay with people. I am excited to apply for a consumer marketing role where I can help shape thoughtful work that resonates with real communities.

With four years of experience across digital, brand, PR, and beauty marketing, I have learned how to take ideas from concept to impact. I enjoy building campaigns that balance clear strategy with creative execution, always grounded in consumer insight and cultural awareness.

Most recently, I supported a fast paced category team through go to market planning, digital channel optimization, and creator collaboration to grow awareness and engagement. During this time, I also completed a Master of Science in Digital Marketing with summa cum laude honors. I thrive in environments that value both big picture thinking and hands on execution, and I am motivated by turning data and insight into work that genuinely connects with people.

My background in journalism and mass communications has shaped how I approach storytelling, messaging, and audience engagement. I am energized by collaboration, trend research, and creating campaigns that feel inclusive, intentional, and human.

I would welcome the opportunity to bring my experience, curiosity, and passion for meaningful marketing to your team. Thank you for your time and consideration. I look forward to the possibility of connecting.

Carpe Diem,

Gracie June Hardy

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GRACIE HARDY

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PROFESSIONAL SUMMARY

Marketing professional passionate about building meaningful connections and bringing beauty stories to life. I've supported campaigns across retail, DTC, social, and influencer channels and love shaping work that makes people feel seen.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager, LLab Marketing - Los Angeles, CA

December 2025 - Present

- Lead digital and growth marketing for an agentic information tech startup platform serving solopreneurs and small business owners.
- Build marketing funnels, email campaigns, blogs, and social media content to drive customer acquisition.
- Develop and test growth strategies focused on reducing marketing overwhelm and increasing revenue for small businesses.

Eye Category Marketing Associate, NYX at L'Oreal - El Segundo, CA

September 2024 - September 2025

- Supported the planning and execution of 360 Go-To-Market campaign briefs across retail, DTC, and social channels, distributing access to ensure all cross-functional teams were aligned.
- Maintained weekly master launch trackers and monthly notes for the eyeliner and brow categories, tracking sales, forecasts, and consumer sentiment while keeping every launch on schedule. Contributed to a +420% increase in retail sell-through post-launch.
- Partnered with Creative, Social, and Digital teams to create PDP content, merchandising, and displays that elevated brand storytelling, resulting in a +220% lift in the first week of sales for the Glitz/Matte eyeliner during the Festival season.
- Led the development and tracking of product orders with over \$300,000 budgets for product samples across various campaigns, working closely with Finance and external agencies to ensure timelines were met for Net 60.
- Collaborated with Bazaarvoice and influencers to produce UGC content focused on seasonal moments that build brand momentum, utilizing social seeding and community hype for our product launches.
- Managed the exporting and importing of retailer assets in Wrike and Tag for Ulta, Target, and Amazon for Spring, Summer, and Fall 2025 launches, including copy development for Epic Ink Glitz/Matte (Denim-Inspired Eyeliner) and Brow Glue Crazy Lift.

Beauty PR Intern, Pure Imaginations PR - Phoenix, AZ

January 2024 - May 2024

- Coordinated campaign workflows for B2B and consumer product launches, supporting clients under InterParfums (MCM, Donna Karan, Ferragamo, etc.) and Face Reality.
- Supported influencer outreach and community events, working closely with vendor relations and activation setup in end-to-end execution of an NYC influencer event (60+ attendees).
- Assisted in media outreach, list building, and coverage tracking, focusing on lining up with creative and merchandising goals.

EDUCATION

Walter Cronkite School of Journalism and Mass Communications at Arizona State University

Master of Science in Digital Audience Strategy

Summa Cum Laude - May 2025

- Accelerated Masters program - one year of school
- Relevant Courses: Digital Marketing, Google Analytics, A/B Testing, SEO/SEM Optimization, HubSpot Academy Certification

SKILLS

- Platform & Tools: Mailchimp, Salesforce, Wrike, Slack, Outlook, G-Suite, PowerPoint, Adobe Creative Cloud, Power BI, Google Analytics 4, Meta Business Suite, Circana
- Community & Engagement: UGC integration, influencer & PR coordination, social listening, sentiment analysis, consumer insights translation
- Analytics & Reporting: performance tracking, campaign recaps, dashboard building, consumer trend monitoring
- Digital Marketing: HubSpot, Inbound Marketing, SEO/SEM Optimization, UX/UI, Google Analytics, reporting