

GRACE FURST

gracecoverfurst.com · gracecoverfurst@gmail.com

EDUCATION

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

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

Brand Strategist, Website Designer & Developer

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

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

My Website: gracecoverfurst.com

Computer Skills: Microsoft Office (Excel Certified), Figma, Shopify, WooCommerce, and WordPress

Interests: Photography & Film, Kayaking, Choreography