

Gracie H. Kwon

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EDUCATION

Northwestern University | Chicago, Ill.

September 2026

Master of Science in Journalism, Media Management & Leadership Specialization, Data Journalism Focus, Ted Shen Scholar

Relevant Coursework: Audience Insights, Digital News Product Management, Foundations of Interactive Journalism

Northwestern University | Evanston, Ill.

December 2025

Bachelor of Science in Journalism, Data Science Minor, Segal Design Certificate

Cumulative GPA: 3.813 / 4.0

Relevant Coursework: Two-unit Digital Product Development sequence

EXPERIENCE

Warner Bros. Discovery | Atlanta, Ga.

June 2025 — April 2026

Entertainment Marketing Social Media Intern (TBS & TNT):

- Developed a content strategy for TNT Drama's TikTok, growing followers by 41% and likes by 65% in five weeks
- Contributed to total network reach of 1.19 billion impressions—a 61.2% increase compared to the previous period
- Developed and executed content calendars across multiple networks, shows (e.g., Foul Play with Anthony Davis, Impractical Jokers, Friday Night Vibes, Dinner and a Movie), and platforms (Instagram, Facebook, X, TikTok, Threads, YouTube)
- Worked with internal creative teams and external agencies to develop shortform and longform social content
- Tuned into weekly live shows for All Elite Wrestling (AEW) and clipped GIFs to be shared to GIPHY Capture
- Provided research and reporting for show platforms as well as competitive and industry-wide research
- Oversaw asset clearance and watermarking standards for Investigation Discovery (ID), maintaining legal compliance while optimizing video content for social distribution

IG Group | Chicago, Ill.

September 2025 — December 2025

Content Specialist Intern (tastylive, tastytrade):

- Pitched story ideas for social media carousels and other branded content that align with company goals and interests
- Conducted thorough research to identify potential marketing opportunities and partnership prospects
- Used Adobe Photoshop and InDesign to produce visual assets, including Earnings Reports and social media posts
- Supported the management of content across all social platforms, ensuring consistency in messaging, tone, and strategy

nuAZN Magazine | Evanston, Ill.

March 2023 — June 2025

Creative Director:

September 2023 — June 2024

- Led a team of 15 designers, producing three issues with unique visual themes, exceeding a readership of 1,000
- Developed issue-specific style guides to streamline workflow and reduce the time designers spend on first drafts
- Hosted three Adobe InDesign workshops and provided individualized design support, reducing edits during final checks

Page Designer:

March 2023 — June 2025

- Designed seven feature spreads and visuals using Adobe InDesign, Illustrator, and Photoshop, increasing engagement
- Provided structured feedback to team members, ensuring design quality and consistency while reducing revision time
- Mentored six new designers, improving their proficiency in Adobe software and translating their idea onto paper

Won Art | Suwanee, Ga.

August 2024 — February 2025

College Preparation Tutor:

- Guided two students through Common App essays, supplementals, and artist statements to go along with their portfolio
- Organized students' application timelines and strategic plans, ensuring 100% deadline adherence
- Strengthened students' storytelling skills, helping them articulate personal experiences with clarity and authenticity

The Chariot | Johns Creek, Ga.

August 2018 — May 2022

Editor-in-chief:

March 2021 — May 2022

- Led a staff of 22 writers and designers, producing seven issues distributed to over 1,000 readers including local businesses and three nearby middle schools
- Designed three main spreads per issue, enhancing storytelling and thematic cohesion
- Managed a 10-week publication cycle, ensuring 100% consistency in terms of print and distribution days

TECHNICAL SKILLS & LANGUAGES

- Adobe Creative Suite (AfterEffects, Illustrator, InDesign, Photoshop, Premiere Pro), Canva, Excel, Figma, Flourish, Frame.io, GIPHY Capture, Google Workspace, R-Studio, Sprout Social, Social Media (Facebook, Instagram, Threads, TikTok, X), Tableau
- English (native), Korean (advanced), Spanish (advanced)