

# GRACE ELKUS

graceelkus@gmail.com | 513-307-8919 | graceelkus.com | double-thyme.com

*Food and lifestyle journalist with an advanced digital skillset, and exceptional creative abilities*

## EDUCATION

**Elon University** Elon, NC. Graduated *magna cum laude*. May 2014

**Major** Journalism, Print and Online

**Recognition** Member of Phi Beta Kappa Society

### University related honors

Communications Fellows program | Presidential Scholarship | President's List | Lambda Pi Eta

### Skills

Photoshop | Final Cut Pro | InDesign | Wordpress | Dreamweaver | Drupal | Hootsuite | Curalate | SocialFlow

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## PROFESSIONAL EXPERIENCE

**Real Simple Magazine/Time Inc.** (New York, NY)

*Digital Associate Food Editor*

June 2016-present

- Develop original recipes and write SEO-optimized food content for RealSimple.com
- Create recipes for and assist in the filming and production of new food videos
- Host weekly Facebook Live videos and assist with all social media platforms
- Write copy for Daily Recipe newsletter

*Digital Editorial Assistant*

June 2015-July 2016

- Pitched, researched, and wrote original content for Real Simple's website and newsletters
- Developed original recipes and photographed them for RealSimple.com
- Assisted the editor of the website with her calendar, expenses, and weekly podcast

**Cooking Light Magazine/Time Inc.** (Birmingham, AL)

June 2014-May 2015

*Digital Fellow—1 year post-graduate program*

- Created SEO-optimized content for *Cooking Light* magazine's website, blog, and newsletter
- Generated and scheduled daily social media posts (Facebook, Twitter, Pinterest, Instagram)
- Produced content for and assisted in the production of the *Cooking Light Diet*
- Hosted on-camera videos for *Cooking Light*, *Southern Living*, and *MyRecipes.com*

**iVillage.com/NBCUniversal** (New York, NY)

*Editorial Lifestyles Intern/ Freelance Production and Research Consultant*

June 2013-Jan. 2014

- Built articles and recipes in iVillage's content management system
- Conducted research for iVillage editorial team and wrote content for the website
- Created news round-ups for the Food, Home & Garden and Beauty & Style departments

**Best Friends for Frosting** (Virtual)

April 2013-Sep. 2013

*Editorial Assistant*

- Edited, fact-checked and wrote articles; formatted photos and graphics
- Ensured BFFF's unique voice was unified throughout all blog posts

**Every Day with Rachael Ray Magazine/Meredith Corporation** (New York, NY)

May 2012-Aug. 2012

*Food Editorial Intern*

- Assisted editors with research and wrote print and online content
- Communicated with PR contacts regarding product samples
- Organized product tastings and participated in recipe tastings

## ADDITIONAL WORK EXPERIENCE

**ARAMARK: Elon's Dining Provider**

*Marketing Team Member*

March 2011-Jan. 2014

- Marketed and promoted the campus meal plan
- Served as a liaison between student body and administration