

# Grayson McCall

Denver, CO

(303)-748-6909 | [GrayMcCall2@Comcast.net](mailto:GrayMcCall2@Comcast.net) | [www.linkedin.com/in/grayson-p-mccall](http://www.linkedin.com/in/grayson-p-mccall) | [graysonmccallportfolio.com](http://graysonmccallportfolio.com)

Communications major with a Business minor at the University of Colorado, Boulder. Motivated and results-driven aspiring marketing professional with strong foundational skills in leadership, creativity, and campaign strategy. Passionate about building on my current strengths while continuously developing new skills. Determined to gain valuable hands-on experience that contributes to impactful marketing initiatives and long-term growth.

## Top Attributes

- Team Leadership & Collaboration
- Analytical Problem-Solving
- Strategic Campaign Management
- Data & Marketing Analytics
- Digital Marketing Strategy
- Innovation & Creativity Thinking
- Cross-Culture Communication
- Content Creation & Storytelling
- Adaptability
- Mindfulness
- Emotional Intelligence
- Dependability

## Experience

### Website UI/UX Designer

March 2026 – Current

Freelance, Denver CO

- Design and develop custom websites using WordPress and Elementor, delivering responsive, user-focused layouts aligned with client branding and business objectives.
- Collaborate directly with clients to translate requirements into functional site architecture, optimizing user experience, navigation flow, and visual hierarchy.
- Implement SEO best practices, performance optimizations, and mobile responsiveness to improve site visibility, load speed, and overall engagement metrics.

### Guest Services Seasonal Associate

December 2025 – January 2026

Denver Museum of Nature and Science, Denver CO

- Delivered exceptional front-line brand experiences for 1,000+ visitors daily by supporting purchases, answering inquiries, and resolving issues efficiently, leading to a full-time extension offer at the end of seasonal contract.
- Strengthened customer satisfaction and brand trust through empathetic communication, actively identifying visitor needs and guiding them toward effective solutions.
- Enhanced engagement for visitors across diverse cultural, language, and accessibility backgrounds, contributing to inclusive experiences that positively reflected brand values.

### Various Roles, including Supervisor

March 2024 - July 2025

Jets Pizza, Boulder CO

- Earned multiple raises for leadership, initiative, and adaptability by excelling in diverse roles, including customer service, food preparation, and management support.
- Assisted in hiring and interviewing new staff while leading training on job duties, company policies, and safety procedures to build an effective and knowledgeable team.
- Led marketing efforts through direct engagement, using persuasive strategies and relationship building to attract new clients and expand the customer base.
- Regularly requested to remedy issues, repair broken/malfunctioning equipment, and or construct new/replacement equipment.

### Philanthropy Chairman & Creative Director

January 2023 - December 2023

Pi Kapp Alpha - Beta Upsilon Chapter, Boulder, CO

- Directed the Philanthropy Team and led and developed a newly established team overseeing communication with 150+ members, delegating tasks, and coordinating cross-functional efforts to deliver impactful events and initiatives.
- Created dynamic activities and collaborated across teams to foster teamwork, build stronger connections, and ensure seamless event execution with maximum participation.
- Built partnerships and executed targeted marketing campaigns, securing sponsorships, donations, and attendance while significantly increasing participation and contributions.

### Apparel Chairman & Digital Media Director

January 2023 - December 2023

Pi Kappa Alpha - Beta Upsilon Chapter, Boulder, CO

- Led the Apparel team & social media accounts, showcasing leadership, creativity, and project management by guiding design brainstorming, managing budgets, and coordinating production from concept to delivery.
- Collaborated and negotiated with external vendors and organizations to secure partnerships, optimize quality and cost, and ensure timely production of apparel.
- Developed digital graphics, managed cross-platform content, and worked across teams to execute marketing and branding initiatives that boosted engagement and visibility.

## Education

### University Of Colorado, Boulder

Expected Graduation, December 2026

Bachelor's in Communications & Minor in Business

## Academic Projects:

### ***Business Development & Marketing Campaign – Business Capstone***

Directed a semester-long team project developing Loan2Own, a peer-to-peer clothing rental and resale platform addressing fast-fashion sustainability. Led strategic planning, market and consumer analysis, and go-to-market execution, including influencer partnerships and digital campaigns. Pitched the venture to industry professionals, earning top recognition for market insight, branding, and marketing strategy.

### ***Digital Marketing Campaign – Persuasion Marketing & Strategies***

Managed a semester-long team project using data-driven marketing to identify and engage prospective CU Boulder students. Led audience segmentation, persuasive strategy development, and creation of branded digital assets, including promotional materials and original commercials. Delivered a top-rated presentation recognized for creative execution, analytical rigor, and measurable marketing impact.

## **Certifications**

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- **Cornell University** - Brand Management
- **Yale** - Narrative Economics
- **Microsoft** - AI Product Manager Professional Certificate
- **IBM** - Product Manager Professional
- **UC Davis** - Content Marketing Specialization
- **Michigan** - Generative AI in Business Specialization
- **Northwestern** - Sports Marketing
- **University of Virginia** - Business Strategy Specialization
- **American Psychiatric Association** - Qualitative Research Methods in Psychology Specialization
- **Penn** - Viral Marketing and How to Craft Contagious Content
- **Johns Hopkins** - Neuromarketing Specialization
- **Northwestern** - Organizational Leadership
- **Northwestern** - Social Media Marketing Specialization
- **Michigan** - Successful Negotiation: Essential Strategies and Skills
- **Meta** - Social Media Marketing
- **Google** - Digital Marketing & E-commerce
- **Google** - Google Ads Measurement
- **Google** - Google Analytics
- **Google** - Google Ads Display
- **Google** - Google Ads Search
- **HubSpot** - Content Marketing
- **HubSpot** - Digital Advertising
- **HubSpot** - Inbound Marketing
- **SEMrush** - SEO Essentials

## **Skills**

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- Microsoft 365
- Google Suite
- Canva
- Google Analytics
- Google Ads
- HubSpot
- WordPress
- Elementor
- Hootsuite
- SEMrush
- Qualtrics
- Salesforce
- CapCut
- ChatGPT
- Claude AI