

GRAYSON MCCALL

Denver, CO

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Marketing-focused Communications student at the University of Colorado, Boulder, with hands-on experience leading creative campaigns, managing digital strategy, and driving audience engagement across multiple channels. Known for blending analytical thinking with a creative edge to develop compelling brand narratives and data-informed marketing strategies. A natural leader with a track record of earning trust quickly, building high-performing teams, and delivering results in fast-paced, high-stakes environments. Driven to bring energy, intention, and measurable impact to every marketing initiative.

Top Attributes

- Team Leadership & Collaboration
- Analytical & Data-Driven Problem-Solving
- Strategic Campaign Planning & Execution
- Marketing Analytics & Performance Measurement
- Digital Marketing Strategy & Execution
- Creative Direction & Brand Storytelling
- Cross-Cultural Communication & Audience Insight
- Content Creation & Multi-Platform Storytelling
- Adaptability & Resilience
- Mindfulness & Emotional Intelligence
- Influencer & Partnership Marketing
- SEO & Digital Growth Strategy

Professional Experience

Website UI/UX Designer

Freelance, Denver CO

March 2026 – Current

- Design and develop custom, responsive websites using WordPress and Elementor, delivering user-focused layouts that align with client branding, business objectives, and conversion goals.
- Partner directly with clients to translate business requirements into intuitive site architecture, optimising user experience, navigation flow, and visual hierarchy to support audience engagement and retention.
- Apply SEO best practices, technical performance optimisations, and mobile-first responsiveness to improve organic search visibility, page load speed, and measurable engagement metrics.

Guest Services Seasonal Associate

Denver Museum of Nature and Science, Denver CO

December 2025 – January 2026

- Delivered high-quality, front-line brand experiences for **1,000+ daily visitors** by managing ticket purchases, responding to inquiries, and resolving issues with efficiency and professionalism, resulting in a full-time contract extension offer upon completion of the seasonal role.
- Built customer satisfaction and strengthened brand trust through empathetic, solutions-oriented communication, consistently identifying visitor needs and guiding them toward positive outcomes.
- Facilitated inclusive, accessible experiences for visitors across diverse cultural, linguistic, and accessibility backgrounds, reinforcing the museum's brand values and commitment to community engagement.

Various Roles, including Supervisor

Jets Pizza, Boulder CO

March 2024 - July 2025

- Earned multiple merit-based pay increases by consistently excelling across diverse operational roles, including customer service, food preparation, and management support, demonstrating initiative, reliability, and rapid skill acquisition.
- Supported the hiring and onboarding process by conducting interviews, leading comprehensive staff training on job duties, company policies, and safety procedures, and cultivating a knowledgeable, high-performing team.
- Drove local marketing and customer acquisition through direct community engagement, persuasive outreach, and relationship-building strategies that expanded the customer base and strengthened brand loyalty.
- Regularly called upon to diagnose and resolve operational issues, service malfunctioning equipment, and construct replacement fixtures to maintain seamless daily operations, demonstrating versatility and hands-on problem-solving.

Philanthropy Chairman & Creative Director

Pi Kapp Alpha - Beta Upsilon Chapter, Boulder, CO

January 2023 - December 2023

- Spearheaded the Philanthropy Team from inception, managing communications with **150+ members**, delegating responsibilities across sub-teams, and coordinating cross-functional efforts that consistently delivered high-impact events and community initiatives.
- Designed and executed engaging programming and events that strengthened community bonds, fostered cross-team collaboration, and consistently drove high member participation and involvement.
- Cultivated external partnerships and executed targeted outreach and marketing campaigns that secured sponsorships, in-kind donations, and event attendance, significantly increasing both participation rates and financial contributions.

Apparel Chairman & Digital Media Director

Pi Kappa Alpha - Beta Upsilon Chapter, Boulder, CO

January 2023 - December 2023

- Led the Apparel team and chapter social media accounts, overseeing the full production lifecycle from creative concepting and design brainstorming through vendor coordination, budget management, and on-time delivery.
- Negotiated with external vendors and supplier organisations to secure favourable partnerships, optimise product quality and cost-efficiency, and ensure on-schedule apparel production.

- Produced **dozens** of original digital graphics and managed cross-platform social content strategies that elevated brand visibility, increased audience engagement, and strengthened the chapter's overall identity and presence.

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 capstone project launching Loan2Own, a peer-to-peer clothing rental and resale platform designed to disrupt fast fashion through sustainable consumer behaviors. Oversaw all phases of the venture, including strategic business planning, primary market research, consumer behavior analysis, and full go-to-market execution encompassing influencer partnership development and integrated digital campaign strategy. Presented the business concept to a panel of industry professionals, earning top-tier recognition for market insight, brand positioning, and the depth and clarity of the overall marketing strategy.

Digital Marketing Campaign – Persuasion Marketing & Strategies

Led a semester-long team project applying data-driven marketing methodology to identify, segment, and engage prospective CU Boulder students across digital touchpoints. Spearheaded audience segmentation, persuasive messaging frameworks, and the development of a full suite of branded digital assets including promotional materials and original video commercials. Delivered a top-rated final presentation commended by instructors for its creative execution, analytical rigor, and clearly defined, measurable marketing outcomes.

Certifications

- **Google** - Digital Marketing & E-commerce
- **Maryland** - Entrepreneurship: Launching an Innovative Business
- **Michigan** - Generative AI in Business 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** - 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

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

Why I Stand Out

What sets this candidacy apart is a rare combination of creative vision, analytical thinking, and field-tested leadership. Across every role and project, the following has been consistently demonstrated:

- **Creative campaign leadership** – a track record of conceiving and executing marketing initiatives from the ground up, spanning digital, social, influencer, and experiential channels.
- **Data-informed strategy** – proficiency in Google Analytics, SEMrush, and HubSpot used to translate audience insights and performance data into actionable, results-driven marketing decisions.
- **Earned leadership** – consistently promoted ahead of peers by demonstrating initiative, accountability, and the ability to lead and motivate teams without waiting for a title to do it.
- **Authentic brand connection** – a genuine passion for storytelling, consumer psychology, and building brand experiences that resonate, informed by neuromarketing, persuasion strategy, and cross-cultural communication training.

References

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Former Employer at Jets Pizza (Owner/Manager)

Kathleen Thompson | (303) 590-4016 | mccallks@comcast.net

UI/UX Website Client

Robert Dancer | +1 (248) 342-1330 | Milehighpizza8@gmail.com

Former Employer at Jets Pizza (Owner)