

# *Grace M. Rose*

## CREATIVE PORTFOLIO

Write hard. Play hard. I'm a dynamic content strategist  
and passionate storyteller. Explore my work.

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# *Social Media Videos* *for UPMC*

QUICK STAT: 5M+ ORGANIC VIEWS AND COUNTING ACROSS  
TIKTOK, INSTAGRAM, FACEBOOK, AND YOUTUBE SHORTS  
700+ VIDEOS PRODUCED IN LAST 3 YEARS

CLICK ON  
THE IMAGE  
TO VIEW  
MY DEMO  
REEL!



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I've owned vertical video strategy for UPMC since leadership approved our move to TikTok in the summer of 2022. Since then, I've conceptualized, scripted, produced, starred in, shot, and edited short-form video content for our social channels, primarily TikTok, Instagram Reels, and YouTube. In this time, I've created over 700 videos, amassing over 5M organic views and earning 25M+ engagements.

# Content Strategy & Production

QUICK STAT: I'VE LED THE CREATION OF APPROX. 1.4K+ CREATIVE ASSETS DISTRIBUTED ACROSS DIGITAL CHANNELS.



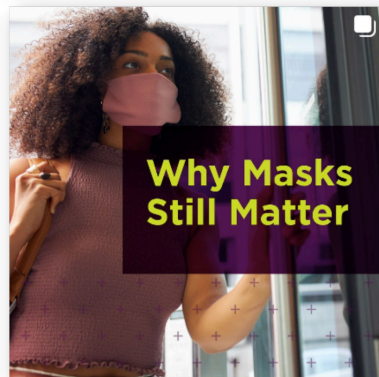
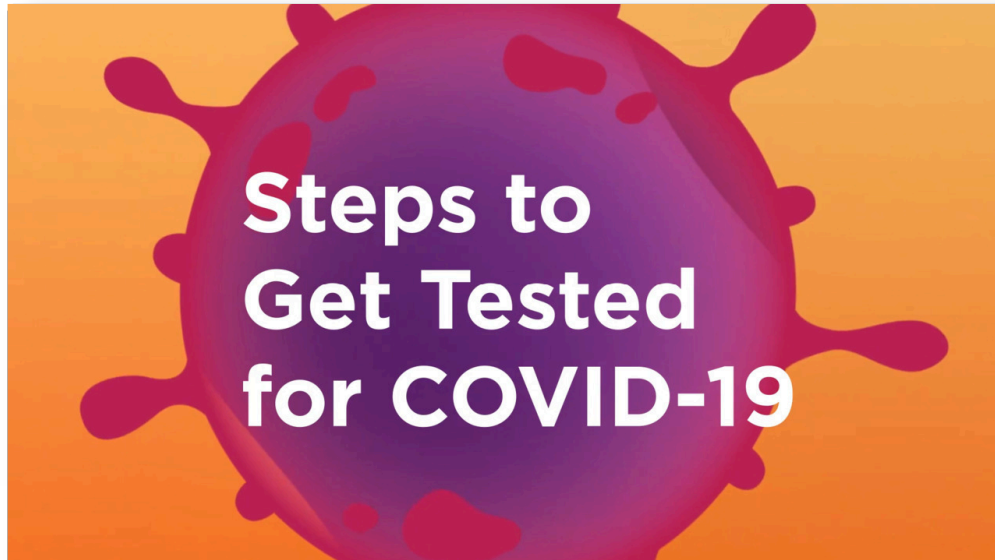
In 5 years, I've led the delivery of over 1.4K+ creative assets. I keep my pulse on trending social topics and translate them into engaging health content.

In 2020, I started directing social strategy for a struggling Instagram account, which saw a 300% spike in engagement in the first weeks since publishing my creative.

I've advocated for producing content for communities systematically denied a full opportunity to access health care. These pieces have spanned LGBTQIA+ health needs, empowering Black maternal health, and analyzing health disparities.

# *UPMC COVID-19 Digital Content Strategy*

QUICK STAT: AWARDED BEST COVID-19 PANDEMIC COMMUNICATIONS  
BY THE 2022 EHEALTHCARE LEADERSHIP AWARDS.



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I oversaw 300+ pieces of high-performing COVID-19 related digital content through from pitch to publication. When our team needed to produce content at an exponentially faster rate than ever before, I pioneered a new workflow to quickly churn accurate, timely, meaningful content when our community needed it the most. I also oversaw community management on our social channels. In the first few months of 2020, I engaged with 121,848 inquiries, sent 2,306 responses, and directly served nearly 1,900 users.



# *A Beginner's Guide to Mindfulness Meditation Campaign*

QUICK STAT: OWNED THE PRODUCTION OF 25+ HEALTH EBOOKS.



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In 2021, we launched downloadable content on our blog. In exchange for a user's email address, they would receive an ebook of health information. To experiment with this format type, I launched "A Beginner's Guide to Mindfulness" — pairing the ebook with dozens of social content assets spanning GIFs, meditation tutorial videos, static creative, and more. To date, the content has received over 25,000+ engagements. Following its massive success, I've led the release of 25 more downloadable ebooks..

# Copywriting

QUICK STAT: BETWEEN ORGANIC AND PAID CHANNELS, MY WORK HAS BEEN VIEWED BY TENS OF MILLIONS.

## A SELECTION OF MY COPYWRITING EXPERIENCE:

### MULTIMEDIA CONTENT

- <https://www.instagram.com/p/CTfHKeWtcGr/>
- <https://www.instagram.com/p/CSha62dNVvx/>
- <https://www.youtube.com/watch?v=FUcTOxdfp2k>
- <https://www.tiktok.com/@upmchealthbeat/video/7321802082787314986>
- <https://www.instagram.com/p/CM44ABarLIX/>
- <https://www.facebook.com/upmc/videos/356840625688698/>

### SOCIAL CAPTIONS

- <https://www.facebook.com/UPMCMagee/videos/1084915372320707/>
- <https://www.facebook.com/upmc/posts/10158176834541536>
- <https://www.facebook.com/upmc/photos/a.265425911535/10157531596236536>
- <https://www.facebook.com/256304286535/posts/10158175185876536>

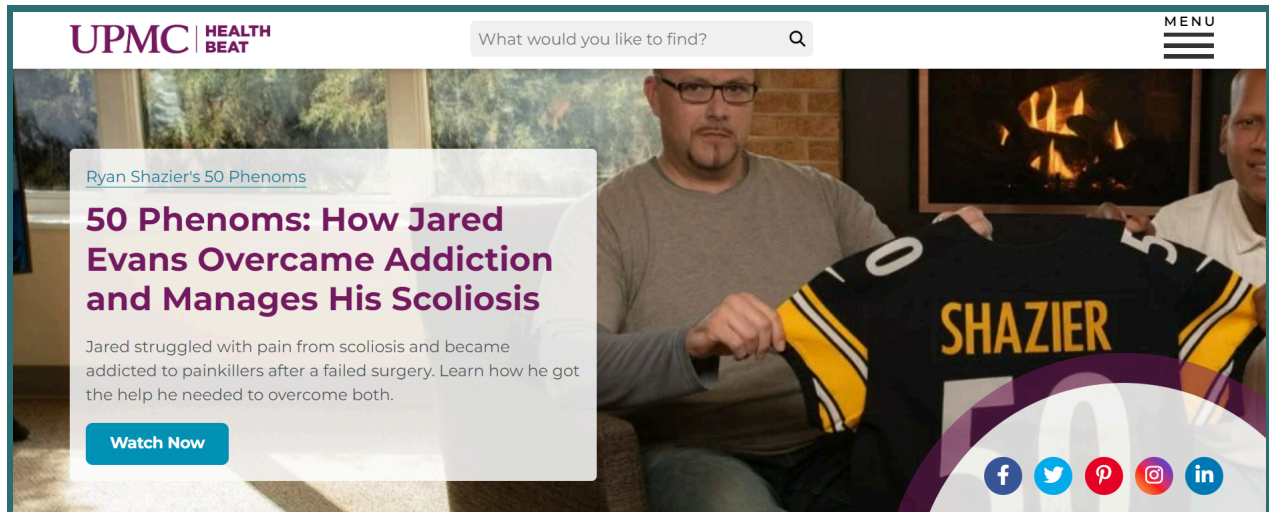
### SMS MARKETING

- Hundreds of engaging marketing texts

I've always been a storyteller. Years ago in high school, I was recognized by the American Scholastic Press Association for an editorial I wrote on gender inequality. Since then, I was hooked. I was a student journalist throughout my educational career, ending after 7 years as managing editor of an award-winning college paper. Today, I write copy for high-performing multimedia content, as well as social media, email, web meta information, and SMS.

# *SEO for the HealthBeat Blog & YouTube*

QUICK STAT: 1M+ USERS IN MONTHLY ORGANIC TRAFFIC,  
40K+ YOUTUBE SUBSCRIBERS.



## A SELECTION OF TOP-RANKING GOOGLE CONTENT THAT I'VE AUTHORED:

- <https://share.upmc.com/2015/03/what-do-blood-clots-feel-like>
- <https://share.upmc.com/2018/04/dry-flaky-skin-on-face>
- <https://share.upmc.com/2014/06/dangers-sun-poisoning/>
- <https://share.upmc.com/2017/02/boiling-water-for-sanitation/>
- <https://share.upmc.com/2017/11/what-is-abdominal-pain/>

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I lead SEO efforts for the [UPMC HealthBeat blog](#), which garners an average of 1M+ users in monthly traffic, primarily through organic search. I perform audits of aging blog posts slipping in rankings and optimize to remain competitive. I lead strategy for our [YouTube channel](#), which has over 45K subscribers and 72.3M lifetime views. I've authored top-ranking original web content based on keyword research and optimized meta information for thousands of web pages.

# *UPMC HealthBeat Email Marketing*

QUICK STAT: 500K+ AUDIENCE, 50-60% OPEN RATE.

UPMC | HEALTH  
BEAT



## What to Know About the Bivalent COVID-19 Booster

Americans age 5 years and older are eligible for the Pfizer bivalent booster. Here's what to know about the new boosters.

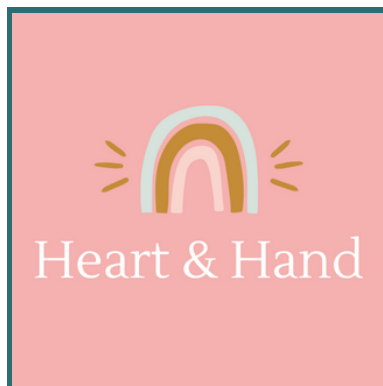
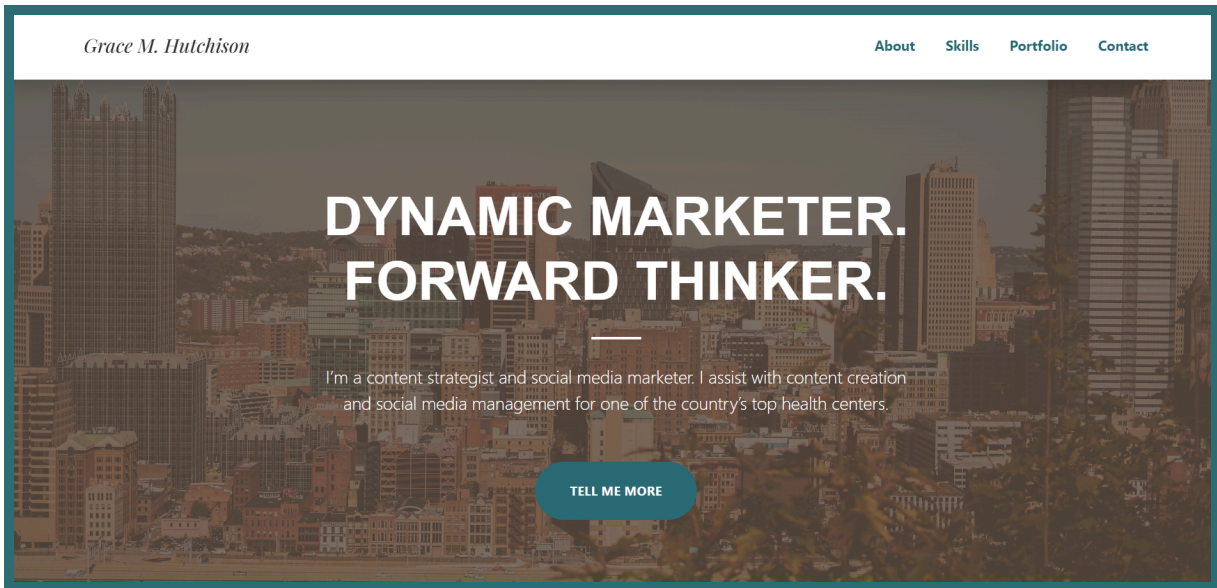
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I own a benchmark-shattering biweekly wellness newsletter sent to 2.5M+ subscribers. Open rate consistently averages between 50-60%, far surpassing health email standards. In addition to this deployment, I write and oversee strategy for over 30+ other popular health newsletters.



# Web & Graphic Design

QUICK STAT: CODED PORTFOLIO WEBSITE SITE BY HAND  
USING HTML AND CSS.



In 2018, during my time as a student journalist, I was among the winners of the "Outstanding Design" category awarded by the American Press Association.

I've worked as a graphic designer for Waynesburg University, and have experience coding websites with HTML and CSS. In fact, I coded my portfolio website entirely by hand. I also own a small online jewelry business named Heart & Hand and design all brand materials for my business.

*Want to grab coffee?  
Let's get in touch.*

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HERE'S WHERE TO FIND ME:



[gracehutch.com](https://gracehutch.com)



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