

Grant Barrett Pedersen

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EDUCATION

Duke Kunshan University/Duke University 3.73/4.0 GPA Expected May 2025
Bachelor of Arts in Computation and Design (by Duke) Durham, USA/Kunshan, China
Bachelor of Arts in Computation and Design with track in Digital Media (by Duke Kunshan)

- Merit based 50% tuition scholarship

Georgia State University 3.79/4.0 GPA Aug 2019-Dec 2020
Dual Enrollment Student – High School Atlanta, Georgia

- Member of the President's List Fall 2019, Spring 2020
- Member of the Dean's List Summer 2020

EXPERIENCE

Duke Kunshan University Feb 2023-Present
Digital Design Intern – Office of Global Education Kunshan, Jiangsu, China

- Led the comprehensive redesign of the Global Education Website using WordPress, enhancing both aesthetics and functionality
- Utilized WordPress themes and plugins to customize the site, ensuring alignment with university branding and the desired user experience
- Collaborated with IT to integrate custom functionalities and optimize the WordPress backend for performance
- Optimized the WordPress site for mobile and desktop views, ensuring consistent design and a seamless user experience across devices

Valcon May 2022-Aug 2022
Tech & Data Intern Copenhagen, Denmark

- Gained hands-on experience in a variety of technical and data-driven projects
- Contributed to multiple projects, collaborating with cross-functional teams and ensuring timely and accurate task completion
- Participated in intensive training sessions, developing foundational skills in tech and data analytics

DukeStudents Social Media Sep 2021-May 2022
Digital Strategist Intern Durham, North Carolina, USA

- Designed creative content for DukeStudents social media platforms
- Used analytical web tools, including TikTok and Meta's platforms, to determine outreach effectiveness
- Attended weekly pitch meetings to present and approve new social media content

Nordic Solutions Company Jan 2021-Sep 2021
Remote IT/Digital Intern Atlanta, Georgia, USA

- Responsible for the firm's IT platform and digital infrastructure
- Launched NoSoCo.net website targeting small- to mid-sized industrial companies in the Nordic region
- Designed front-end user experience and created social media presence on LinkedIn
- Continued functionality optimization and content improvement resulting in 28% MoM growth

LEADERSHIP AND INVOLVEMENT

House Council Member – Duke University Sep 2021-May 2022
President Durham, North Carolina, USA

- Lead bi-weekly meeting with other council members.
- Held space for community members to advocate for traditions, programs, and voice community concerns
- Planned social and educational events, and other initiatives that encouraged residential community

SKILLS

- Proficient in Microsoft Office and Google Office Suite
- Proficient in Squarespace CMS and WordPress CMS
- Working knowledge on DB Browser and Open Refine
- Waze Ads Platform Certified
- Working knowledge with Python

LANGUAGES AND OTHER

- English (Native)
- Mandarin, Chinese (Conversational)
- HTML Certified
- EU and US work authorization