

GRACE STARR

TRADEMARK LICENSING AND BRANDING SPECIALIST

CONTACT

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EDUCATION

Bachelor of Fine Arts

Iowa State University
Honors Student
GPA: 3.83/4.00
2022 - 2026

High School Diploma

Harrisburg High School
GPA: 3.95/4.00 Unweighed
2018 - 2022

SKILLS

Natural Leader
Time Management
Problem Solving
Communication
Adobe Creative Suite
Advanced Photography
Web Design

EXPERIENCE

TRADEMARK LICENSING AND BRANDING SPECIALIST

Iowa State University | June 2026 - Current

- Support the university's trademark licensing program through planning, policy, and approval processes.
- Review trademark use and artwork requests to ensure brand consistency and compliance.
- Collaborate with campus groups, licensees, retailers, and student organizations through design support, training, and communication.

TRADEMARK LICENSING INTERN

Iowa State University | January 2026 - May 2026

- Create brand-ready graphics for athletics, university marketing, and trademark promotions.
- Manage trademark reviews, artwork approvals, and licensing guidance for campus partners, retailers, and licensees.

MARKETING STUDENT PHOTOGRAPHER

Iowa State Athletics Department | August 2025 - May 2026

- Capture high-quality images at sporting events and marketing initiatives while representing Iowa State Athletics with professionalism and enthusiasm.
- Work collaboratively with the marketing team to meet event coverage needs.

GRAPHIC DESIGN CREATIVE SERVICES

Iowa State Athletics Department | April 2023 - May 2026

- Utilize Adobe Creative Cloud to design graphics and merchandise for Iowa State Athletic teams. Collaborate with other organizational teams to develop and execute cohesive branding concepts. Drive innovation by creating visually engaging materials that enhance team identity and promote athletic events.

ACTIVITIES

Cardinal Key

ISU Honors Program

Sports Media Club

Chi Omega

Fraternal Values Society

Kairos Student Ministry

VOLUNTEER

Kairos Church of Hope

Food at First

Make-A-Wish

Liz Kirk Foundation

HOBBIES

Tennis

Meal Planning

Hiking

LEADERSHIP

Kairos Student Ministry

- 2025-26 Communications Ministry Lead

Sports Media Club

- 2024-25 Vice President

Chi Omega Eta Beta Sorority

- 2024 Facility Administrator
- 2024 Director of Recruitment Operations & Morale
- 2023 Career and Personal Development Chair
- 2023 Homecoming Design Co-Chair
- 2023 Greek Week Design Co-Chair

Fraternal Values Society

- 2024 President
- 2023 Director of Marketing and Communication

Sorority and Fraternity Community

- 2024 Greek Week Crew Media Director
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HONORS

Academic

- 8x Dean's List Student
- Cyclones Take New York Season 3 Champion
- Iowa State Homecoming Cardinal Court
- 2025-26 David W. & Ellen J. Raisbeck President's Leadership Initiative Award
- Cardinal Key
- Fall 2024 President's List
- Harry Watts Scholarship Nominee

Design Awards

- Indigo 2026 Design for Social Media Silver Medalist
- Graphis New Talent 2026 Sports Advertising Design Honorable Mention
- ADAI 2026 Social Media Content Design Best of Category
- 4x ADAI 2026 Award of Excellence
- ADAI 2025 Editorial Design Best of Category
- 4x ADAI 2025 Award of Excellence

Sorority and Fraternity Engagement

- 2023 Homecoming Banner Champion
- 2023 Greek Week Banner Champion