



STUDENT OF THE MONTH

GRACE BRINTON

Grace Brinton, our April Student of the Month, embodies the perfect blend of analytical thinking and creativity, a combination that initially drew her to Marketing. What started as a fascination with data-driven strategies and imaginative storytelling has evolved into a full-fledged passion, thanks to the mentorship of professors, collaboration with peers, and insights from industry professionals.

Through her journey in the Smeal College of Business, Grace has discovered the deeply human side of Marketing. Delving into consumer behavior, finding ways to add value to people's lives, and crafting meaningful, impactful stories have been transformative aspects of her academic experience. These lessons not only enriched her understanding of the field but also inspired her to become more involved within the major. To expand her global perspective, Grace is also pursuing a minor in International Business, combining her curiosity about the world with her love for Marketing.



On campus, Grace has made the most of her academic opportunities over the last four years. Her experience in Penn State Prime with Professor Jennifer Coupland was especially meaningful, offering real-world experience, guidance, and mentorship. But her appreciation doesn't stop there. She's quick to highlight other influential courses, including MKTG 410 - Personal Selling with Professor Jennifer Roth, MKTG 422 - Advertising & Promotions Management with Professor Sara Dommer, MKTG 330 - Consumer Behavior with Professor Dave Winterich, and MKTG 437 - Advanced Retail Management with Professor Johanna Slot, all of which have played vital roles in shaping her Marketing journey.



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Outside the classroom, Grace is a dynamic force. A proud member of Phi Gamma Nu, the business fraternity she joined as a sophomore, she's also served as an Ambassador for the National Retail Federation Student Association, Vice President of Penn State Prime, Smeal Marketing Department Ambassador, and a Jacobs Fellow. Her professional experience includes working in sales at Grey Sail Brewing, creating communications for Nittany Beverage, and internships at both Guardian Owl Digital, a digital marketing agency, and Burlington Stores, Inc., where she served as a Buying Intern in the Luggage Department.

When she's not immersed in academics, Grace fuels her passion for health and wellness, from working out and exploring vegetarian cooking to staying informed through podcasts. She's also a lover of cinema and TV, always on the lookout for both timeless classics and new discoveries. A true explorer at heart, Grace dreams of living in many cities throughout her life, soaking in diverse cultures and experiences.

After graduation this spring, Grace looks forward to joining a company where she can grow and refine her skills, all while continuing to learn. Long-term, she hopes to start her own business, solving problems and creating solutions that make a difference. Her ultimate goal? To live a life that blends passion, purpose, and adventure, with a healthy dose of travel along the way.



OPPORTUNITIES
IN MARKETING