

JULIA JOHANNESSEN

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EDUCATION

BACHELOR OF ARTS

Public Relations & Advertising Major
Sports Business Minor

University of Oregon - Expected 2024

- 3.83 GPA
- UO Origins of Storytelling FIG
September 2020 - December 2020
- Women in Business Club
2021 - Present
- Warsaw Sports Business Club
2021 - Present

AWARDS

DEAN'S LIST

FALL 2020 - PRESENT

ANDREW GRONHOLDT ARTS SCHOLARSHIP

FALL 2021 - SPRING 2022

ROCKWELL SCHOLARSHIP

FALL 2022 - PRESENT

PROFESSIONAL SKILLS

Photography

Copywriting

Adobe Creative Suite

Content Creation

Instagram, Twitter, Facebook and TikTok

Creative Strategy

AP Style

Blog Writing

PERSONAL SKILLS

Detail-oriented

Fast learner

Time Management

Customer Service

Problem-Solving

Teamwork

Strong Communication

COMMUNICATIONS EXPERIENCE

ACCOUNT EXECUTIVE

Allen Hall Public Relations - Eugene, OR

September 2022 - Present

- Work on a team of five for our client, Oregon Softball
- Communicate with client to ensure their needs were met through our social media work, trend research and media pitches
- Attend weekly professional development firm meetings with fellow AHPR students and network with PR professionals
- Create @oregon.sb TikTok account in Fall 2022 and increase following from 0 to 15.8 thousand
- Photograph and take videos of athletes to edit and share to Instagram and TikTok and to potential recruits

SOCIAL MEDIA OPERATIONS INTERN

Simple X - Portland, OR

June 2022 - September 2022

- Wrote newsletters and blogs about opportunities for Black professionals to be sent to 500 subscribers
- Designed graphics and wrote captions for daily social media posts
- Researched best possible engagement outcomes for various social media platforms including Instagram and LinkedIn
- Engaged in 15 hours of training to gain awareness on competencies including diversity, equity and inclusion, career and self development, communication, critical thinking and leadership through the Portland Internship Experience

CUSTOMER SERVICE EXPERIENCE

OFFICE ASSISTANT

University of Oregon, School of Journalism and Communication - Eugene, OR

January 2022 - Present

- Greet and assist diverse stakeholders of the college by phone, in person, or through electronic media
- Explain department and university services, processes, procedures, and guidelines to students, parents and prospective students
- Provide services such as scheduling and canceling appointments and uploading records using a strong attention to detail
- Manage six scheduling calendars for advisors and support a unit that manages 2,500 students

CHILDCARE ATTENDANT

The Bay Club - Tigard, OR

March 2019 - September 2021

- Cared for and ensured safe environment for children ages six-weeks through 12 years
- Received training and CPR certification for emergency situations
- Provided high level of customer service at front desk to 1,500 members through engagement and troubleshooting situations