

JULIA JOHANNESSEN

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COMMUNICATIONS EXPERIENCE

ACCOUNT SUPERVISOR

Allen Hall Public Relations - Eugene, OR

September 2022 - Present

- Led a team of six to product work for our client, Oregon Softball
- Communicated with client to ensure their needs were met through our social media work, trend research and media pitches
- Attended weekly professional development firm meetings with fellow AHPR students and network with PR professionals
- Created @oregon.sb TikTok account in Fall 2022 and increased following from 0 to 15.8 thousand in 3 months
- Photographed and took videos of athletes to edit and share to Instagram and TikTok for fans, donors, alumni and 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

MEDIA PLANNER

Advertising Campaigns Course - Eugene, OR

April 2024 - June 2024

- Formulated media plan for New Balance running apparel with a 12-month campaign targeting college students aged 17-22 who identify as runners
- Conducted interviews in-person and online through Qualtrics surveys to evaluate effective communication strategies to reach college students
- Extrapolated insights from prior research to effectively utilize traditional, digital, and out-of-home placements

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

EDUCATION

UNIVERSITY OF OREGON

Spring 2024 - 3.86 GPA

BACHELOR OF ARTS

Public Relations & Advertising Major
Sports Business Minor

AWARDS

DEAN'S LIST

Fall 2020 - Present

CUM LAUDE

Spring 2024

ABOUT ME

Big Bravoholic

Likes pineapple on pizza

Left-handed