

Julia Bennett

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Austin, TX

EDUCATION

The University of Texas at Austin

Graduated May 2023

Bachelor of Science, Radio-Television-Film | Interpersonal Communication
3.99 GPA – Dean's List (5x), Distinguished Scholar Designation

PROFESSIONAL EXPERIENCE

EarthShare Texas

Oct 2023 - Present

Digital Media Assistant

- Create content and implement media strategy for all social media channels (Facebook, Instagram, LinkedIn)
- Continually maintain and improve the organization's website, blog, and event calendar via Wordpress
- Design/supervise ads for ongoing paid campaigns via LinkedIn and Google; synthesize marketing campaign demographic data to aid in the organization's future decision-making
- Act as marketing point of contact for member network of 30+ organizations and outside media companies, sharing organizational newsletters, member updates, and press releases with our nonprofit community

Lady Bird Johnson Wildflower Center

Aug 2022 - May 2023

Media and Communications Intern

- Devised and executed engaging short-form and long-form social media videos and posts for a variety of platforms
- Gathered visually appealing still and video footage of Wildflower Center events, research projects, and educational efforts for the Marketing and Communication team to incorporate into broader initiatives
- Wrote clear, concise copy for social captions, website blog posts, interpretive signage on the grounds, and internal communication efforts with an eye towards driving participation and interest

U.S. Money Reserve

Jan 2022 - July 2022

Radio-Television-Film Intern

- Assisted the media production team on shoot days in studio by operating cameras and sound equipment
 - Conceived and created informative social media video spots using Adobe Creative Cloud programs, specifically with Premiere Pro, Illustrator, and Photoshop
 - Wrote and developed briefs and scripts for branded content, revising them throughout the approval process
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ACTIVITIES AND PROFESSIONAL SKILLS

Adjunct Member, Standpipe Production Company

Writing, directing, acting, and providing support on a variety of creative projects

Computer:

Adobe Photoshop, Adobe Premiere Pro, Canva, Avid Media Composer, Ableton Live, Microsoft Suite, G Suite

Languages:

Spanish (intermediate), French (beginner), Italian (beginner)