

# Julia McKenna

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<b>PROFILE</b>	Senior event and entertainment management major with event hospitality, management, and social media experience seeking a spring internship in experiential marketing and events.	
<b>EDUCATION</b>	<b>Temple University</b>	Philadelphia, PA
	School of Sport, Tourism, and Hospitality Management Bachelor of Science in Event and Entertainment Management	<b>Expected Graduation:</b> May 2025 <b>GPA:</b> 3.7
	<b>Raritan Valley Community College</b>	Branchburg, NJ
	Associate of Arts in Liberal Arts	<b>Graduated:</b> May 2022 <b>GPA:</b> 3.9
<b>EXPERIENCE</b>	Doc Events	Branchburg, NJ
	<i>Spring Intern</i>	(January 2025 – May 2025)
	<ul style="list-style-type: none"><li>Revamped website design and developed a cross-platform social media strategy, increasing brand consistency and boosting engagement through curated posts and reels.</li><li>Booked hotel accommodations and sourced compliant restaurants for pharmaceutical conferences, following industry regulations and delivering a seamless client experience.</li></ul>	
	Casa Innovación	New York, NY
	<i>Events Coordinator</i>	(August 2024 – September 2024)
	<ul style="list-style-type: none"><li>Led event operations, creating run of show (ROS) documents and coordinating on-site logistics, resulting in seamless event execution and high client satisfaction.</li><li>Secured strategic partnerships and managed press engagements, enhancing event visibility and driving increased media coverage.</li></ul>	
	Hollywood Pop Gallery	New York, NY
	<i>Summer Intern</i>	(May 2024 - August 2024)
	<ul style="list-style-type: none"><li>Sourced and negotiated contracts with high-end event venues and vendors, ensuring seamless coordination and adherence to luxury standards.</li><li>Managed client relations by providing personalized service, addressing inquiries, and ensuring client expectations were met with exceptional attention to detail.</li></ul>	
	Temple University	Philadelphia, PA
	<i>Alumni Administration Student Worker</i>	(October 2023 – September 2024)
	<ul style="list-style-type: none"><li>Effectively assisted with Alumni benefit access via email and telephone correspondence.</li><li>Maintained and updated Alumni event databases with contact reports and RSVP information.</li></ul>	
	The Sport and Governance Association	Philadelphia, PA
	<i>Director of Event Management</i>	(September 2023 – Present)
	<ul style="list-style-type: none"><li>Conceptualized and executed a wide range of events such as social gatherings, community service projects, and guest speaker events.</li></ul>	
	BCA Philadelphia	Philadelphia, PA
	<i>Event Assistant/Social Media Manager</i>	(January 2023 - Present)
	<ul style="list-style-type: none"><li>Developed and executed social media strategies to increase engagement on Instagram.</li><li>Managed guest registration, providing a welcoming and efficient experience.</li></ul>	
<b>SKILLS</b>	<ul style="list-style-type: none"><li>OS Platforms: Macintosh OS X, Windows, IOS.</li><li>Event Management Platforms: Cvent, Salesforce, Project Spark, Social Tables.</li><li>Applications: Microsoft Office, Microsoft Excel.</li></ul>	
<b>VOLUNTEER</b>	Somerset County 4-H Sheepfold	Somerset, NJ
	<i>Club Secretary</i>	(January 2016 - August 2022)