

# JULIA MYERS

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## EXECUTIVE SUMMARY

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I am an experienced and highly driven creator and communicator looking for a position in the fields of Digital Marketing, Branding, and Communications.

## SKILLS

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- Digital and Social Media Marketing
- Branding
- Communications
- Web Development
- Google Analytics Certified
- Adobe Creative Cloud
- Graphic Design
- Microsoft Office
- Working within a team

## ACHIEVEMENTS

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- Dean's Scholarship for Academic Achievement
- Dean's List every semester
- Named a Provost's Circle Scholar
- Voted captain of the varsity Cross Country and Track & Field teams
- Named to the All-Academic Cross Country and Track & Field teams
- Competed at the Cross Country and Indoor Track & Field National Championships

## NOTABLE COURSEWORK

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- Digital Marketing Strategies
- Product and Brand Management
- Design in the Digital Age
- Advanced Front-End Web Development
- Language and Advertising
- Cross Cultural Communications
- Writing Across Technologies
- Photojournalism

## ONLINE PORTFOLIO

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[www.juliamyers.digitalscholar.rochester.edu](http://www.juliamyers.digitalscholar.rochester.edu)

## WORK HISTORY

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### Branding and Marketing Associate

*Powers Communication, May 2019 - Present*

- Developed a brand identity for new digital marketing agency
- Helped to develop digital and social marketing strategies
- Planned and designed company website

### Head Campus Ambassador

*Adobe, September 2018 - Present*

- Lead a group of student ambassadors in organizing and running educational Adobe workshops for the student body
- Run the group instagram and develop social media marketing strategy

### Digital Marketing Assistant

*ACBB-BITS, LLC, May 2019 - August 2019*

- Created Content for their website, social accounts, and brochures using the Adobe Creative Cloud
- Photographed events for website and social media content
- Copy editing

### Marketing and Analytics Intern

*IiH Nordic, January 2019 - May 2019*

- Created videos and articles for their website blog
- Assisted in the planning and execution of their analytics event, Web Analytics Wednesday

## PREVIOUS EDUCATION

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### University of Rochester

*Bachelor of Arts in Digital Media Studies, 2020*

- Business Minor
- Computer Science Minor
- Major GPA 4.0/4.0. Overall GPA 3.94/4.0

### Danish Institute for Study Abroad

*Communications and Media Studies*

- Spring 2018 Semester abroad in Copenhagen, Denmark