

JULIA WAGNER

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EXPERIENCE

Public Relations Intern

Litzky Public Relations | June 2022- Aug 2022 | Hoboken, NJ

Clients: Dino Ranch, Carson Dellosa Education, KidKraft • Monitored client media coverage and conducted industry research • Organized and ran in-person events with influencers and media outlets • Designed and packaged influencer mailers for product promotion

Account Associate

Hill Communications | Jan 2022- Dec 2022 | Syracuse, NY

Worked on two Syracuse University accounts: Shared Competencies and Sustainable Syracuse • Conducted research on student ambassador trends and interests • Developed a PR strategy to promote a new education campaign on campus • Identified and contacted target media outlets

Public Relations Intern

Quotable Media Co. | Jan 2022- Dec 2022 | Boston, MA (Remote)

Conducted industry research and attended meetings for clients in real estate, science, lifestyle and food • Wrote pitch emails and press releases • Created social media content • Managed content calendars for individual clients

Case Study Team Member

PRSSA Bateman Competition | Dec 2021- May 2022 | Syracuse, NY

Created PR campaign for the Lymphoma Research Foundation targeting high school and college-age students • Hosted awareness events and tabled in student centers • Created graphics for social media

Social Media Intern/ Photographer/ Surf Instructor

LBI Surfing | June 2021- Aug 2022 | Beach Haven, NJ

Managed Instagram, Facebook, and Tik Tok accounts • Created and sold professional photo packages for paying customers • Taught surf lessons and directed surf camps for children ages 4-15

EDUCATION

Syracuse University - May 2024
S.I. Newhouse School of Public Communications
Bachelor of Science: Public Relations
Minor: Nutrition
GPA 3.77 | Dean's List

SKILLS

AP Style Guide • Adobe Illustrator, InDesign •
Conversational Spanish • Instagram, Facebook,
TikTok, Twitter, Pinterest

ACTIVITIES

Phi Sigma Sigma • Public Relations Student
Society of America (PRSSA) • Nutrition
Education and Promotion Association (NEPA)

CERTIFICATIONS

PESO Certified • Google Analytics Certified