

Julia M. Colen

juliamcolen@gmail.com
(919) 600-4558
linkedin.com/in/juliacolen/
juliacolen.com

EDUCATION

University of North Carolina at Chapel Hill | Hussman School of Journalism and Media

Expected May 2026

- B.A. Communication: Media and Technology Production
- B.A. Media and Journalism: Advertising and Public Relations
- GPA 3.82
- Honors: Dean's List

EXPERIENCE

Reprise Activewear – Remote

May 2024 – January 2025

Social Media & Digital Marketing Intern

- Developed and managed content for the company's social media platforms (Instagram, Pinterest, TikTok), increasing engagement and brand visibility
- Analyzed key performance data and email marketing metrics, compiling detailed reports to inform strategic decisions
- Monitored social media trends and identified growth opportunities to enhance the company's digital presence
- Conducted research on press opportunities, event strategies, and potential influencer and brand collaborations to strengthen partnerships

GiGi's Playhouse Raleigh [UNC-CH APPLES] – Raleigh, NC

August 2024 – December 2024

Public Relations Intern

- Designed and developed an online portfolio showcasing a professional resume, reflection essay, and service time log documenting 30 hours of community engagement
- Conducted a comprehensive communication audit to assess and improve client messaging and outreach strategies
- Created a detailed media kit for a client, including a news release, client profile, and fact sheet, to enhance public relations and brand visibility
- Demonstrated strategic communication skills by developing an additional tailored media piece to address client-specific needs (e.g. social media content)

Motom – New York City, NY

June 2024 – August 2024

Digital Marketing Intern

- Designed and scheduled digital content using Airtable, distributing across Instagram, TikTok, and Pinterest to enhance engagement
- Researched fashion and beauty trends to identify strategic partnership opportunities and organize brand and creator networking events
- Onboarded brands and creators, facilitating new collaborations and strengthening partnerships with brands such as Forever 21, Bloomingdale's, Free People, Walmart, and Chewy
- Created mock storefronts and developed brand- and creator-based storefronts to drive engagement and sales opportunities
- Contributed to back-end development for product, brand, and influencer storefronts, optimizing user experience and partnership potential

WaveMax – Durham, NC

January 2021 – June 2024

Social Media & Public Outreach Coordinator

- Assisted in the promotion of the business through various social media platforms such as Instagram and Facebook
- Consolidated media into deliverable products to be distributed both physically and virtually amongst various social media sites
- Constructed quarterly plans for growth and communicate with the business owners daily
- Utilized various streams of social media to promote events and increase retention of visitors

LEADERSHIP AND COMMUNITY INVOLVEMENT

Coulture Magazine – Chapel Hill, NC

September 2024 – Present

Social Media Manager

- Manage and develop content strategy across multiple social media platforms and expand digital presence
- Collaborate with editorial teams to create visually compelling and brand-aligned content, driving higher website traffic and readership growth

- Analyze social media performance metrics to optimize post scheduling and content type, improving overall engagement and post reach

UNC Marketing Club – Chapel Hill, NC

August 2023 – Present

Member

- Lead marketing initiatives and campaigns to promote club events, resulting in increased student participation and engagement
- Collaborate with team members to develop creative marketing strategies, including social media content, email campaigns, and event promotion
- Analyze the effectiveness of marketing campaigns through surveys and performance metrics

UNC Advertising Club – Chapel Hill, NC

August 2022 – Present

Member

- Participate in professional development workshops and improve knowledge of advertising and marketing concepts
- Attend guest speaker and networking events to increase personal development in the field of advertising and marketing
- Contribute to group discussions and suggest possible additions and adjustments to promote overall success of the organization

ADDITIONAL INFORMATION

- Other: UNC Advertising Club, UNC Marketing Club, Sigma Rho Lambda, CorePower Yoga Instructor
- Skills: Content Marketing, Social Media Management, Adobe Audition, Photoshop, Premiere Pro, Airtable, Canva, CapCut, Public Relations, Communication
- Interests: Fashion, Makeup, Baking, Pilates, Yoga, Music, Carolina Hurricanes Hockey, UNC Basketball