

Julia McGrath

PR & Marketing Professional



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Education

BACHELORS DEGREE

Public Relations
Marquette University
Expected Graduation: May 2023

DEANS LIST

2020-2021
2021-2022
2022-2023

Skills

- Adobe Creative Suite/Canva
- Microsoft Office
- Hootsuite/SproutSocial
- Slack
- Event Logistics
- Digital Marketing
- Salesforce & Pardot
- Project Management

Relevant Coursework

- Content Creative and Ideation
- Public Relations Writing & Strategy
- Media Writing
- Interpersonal Communication

Additional Information

- Dance Marathon
 - Public Relations Committee
- New Student Orientation Leader
 - Summer Orientation Leader
- Marquette Law School
 - Welcome Desk Receptionist
- Member of Alpha Phi-Eta Mu
 - Bid Day Chair, Spirit Squad
- Wicked Hop
 - Server

CARRER OBJECTIVE

Driven communication graduate with the desire to use proven leadership, organization, and problem-solving skills to create brand strategies that will engage consumers and drive them to action.

Experience

Parker Technology, LLC

MARKETING INTERN

June 2022 - August 2022

- Developed promotional marketing through blogs and social media advertisements for a parking software company
- Strategized social media campaigns through current social media trends that increased audience engagement by 5% through the various social media platforms by looking at the company's KPIs to ensure future social campaign success.
- Contributed to creating a strategic email marketing campaign to increase the inbound audience by 3% in each click-through rate
- Used graphic design skills to develop marketing materials for future trade shows
- Executed logistical details for upcoming tradeshow, such as registering people/sponsorships, reserving lead retrieval, organizing events, etc.

Alpha Phi- Eta Mu Chapter

DIRECTOR OF EXTERNAL EVENTS

Jan. 2021 - Jan. 2022

- Planned and executed events with recognized external groups such as fraternities, sororities, or student organizations with a focus on member satisfaction
- Managed the budget in preparation for financial planning to ensure well-planned events
- Collaborated with the Vice President of Risk Management to ensure all external events were safe and conformed to the Policies & Procedures of the Alpha Phi International Fraternity, Inc., Standing Rules, and Chapter Bylaws
- Member of the Risk Management Department and attended all department meetings to verify the safety of the chapter
- Grew vendor relations around the Milwaukee area to host events, such as fall formal, spring semi-formal, and the annual senior event

Sogility Technical Soccer Training

SOCIAL MEDIA MANAGER

May 2021 - Jan. 2022

- Formatted a successful brand and social media strategy to increase customer target. The strategy included rebranding the logo, content calendar creation, social media campaigns, and social media reputation management plans
- Reached other brands and companies through public relations strategies such as creating news releases, event new releases, and new brochures.
- Worked with different social media platforms to advertise events, games, membership, classes, and more by designing new and engaging content for customers
- Actively responded to and answered over 500 customer questions, which increased 1-on-1 engagement with the target audience by 50%