

# *JK* Julia Kershner

## EDUCATION

Clemson University | Clemson, SC

BS in Graphic Communications

Minor in Brand Communications

Summa Cum Laude, May 2021

Clemson Honors College

## SKILLS

Adobe Creative Suite

Mainly Illustrator, Photoshop,  
and InDesign

Brand Design and Marketing

Social Media Management

and Content Creation

Campaign Management

Digital Illustration

Product Photography

Print Production

Microsoft Office

WordPress

Attention to Detail

## HONORS & AWARDS

Clemson University Faculty

Scholarship Award

Graphic Communications Academic

Achievement Award, 2017 - 2021

GCEA Gutenberg Web Design

1st Place, 2019

PICA Special Judges Award, 2019

Clemson University President's List

## CONTACT

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## WORK EXPERIENCE

Alpha Delta Pi Sorority Executive Office | Atlanta, GA

*Marketing and Design Specialist, December 2023 - present*

*Marketing Coordinator, July 2021 - December 2023*

- Complete all graphic design and content creation projects for various departments' initiatives including but not limited to marketing campaigns, chapter expansion projects, social media, and one-off communications
- Design and execute the branding and marketing of multiple virtual and in-person events through print and digital components such as Grand Conventions 2022 and 2024 and officer trainings with logos, swag, signage, printed materials, photography, and event design and execution
- Manage all ADPI's social media platforms with 50,000+ followers consisting of current members, alumnae, potential new members, and families, increasing the follower count by over 10,000
- Support marketing efforts of 155 chapters in the U.S. and Canada

*Internship Program Manager, November 2023 - present*

- Managed the 2024 Executive Office Summer Internship Program through the selection, organization, and leadership of seven collegiate interns
- Planned the summer programming which included organizational onboarding, department-specific work, Grand Convention tasks, networking field trips, and professional and personal development
- Collaborated with major corporations in Atlanta, Alpha Delta Pi's board of directors, and all department managers and directors to provide the most immersive and beneficial experience for the cohort

Augusta Convention and Visitors Bureau | Augusta, GA

*Marketing Intern, Summer 2020*

- Collaborated with Public Relations, Web Design, UGC/PPC, and Graphic Design partners to launch the city's tourism rebrand, "Come See Augusta" while personally designing supplemental print and digital materials
- Wrote copy and photographed content for blog posts

Tigertown Graphics | Clemson, SC

*Creative Intern, Spring 2020*

- Designed a high volume of graphics with quick turnaround for social media, emails, and websites such as t-shirt designs, and product photography
- Managed social media accounts, project queues, and the file database for both Tigertown Graphics and Southern Fried Cotton

Strategic Marketing International | Charleston, SC

*Graphic Design Intern, Summer 2019*

- Sole designer responsible for all creative and visual work that their clients needed including PPC content creation, social media posts, and branding
- Highlights included digital and print promotional graphics, a company video, a product catalog, and Google remarketing ads for clients