

Julianne Kearns

New Jersey | kearnsjulianne1@gmail.com | [Linkedin](#)

Education

William Paterson University, Wayne, New Jersey
Bachelor of Arts, Communications- Public Relations
• Dean's List: Fall 2018- Present

Expected May 2022
GPA: 4.0

Work Experience

CPR Strategic Marketing Communications Intern Remote
2021

August 2021- December 2nd,

- Writing pitches and press releases for client to send out to media
- Creating and publishing social media posts in addition to creating media lists
- Conducting research for various clients and topics.
- Monitoring media/media coverage

CPR Strategic Marketing Communications Public Relations Assistant Remote **January 4th 2022-Present**

Beyond Good Chocolate and Vanilla Intern Brooklyn, NY **January 17th 2022-Present**

- Writing Pitches focused on promoting new & current products.
- Gathering media contacts suited for the brand.
- Brainstorming ideas on how to promote the brand.
- Researching opportunities for brand exposure.
- Working with the companies marketing team.

William Paterson University, College of Arts and Communication

Dean's Office Social Media Intern

Remote

January 2021- May 2021

- Designed and executed new marketing campaigns
- Created and published social media content
- Collaborated with fellow interns to complete campaigns
- Communicated with William Paterson faculty and students

The Disney Store Sales Associate

Paramus, NJ

October 2019- April 2021

- Maintained and provided excellent customer service.

Nursery Rhymes Preschool Classroom Assistant

Saddle Brook, NJ

January 2018- August 2019

- Supervised children, assisted teacher, and organized classroom activities.
-

Skills

- Proficient in: MS Word, Hootsuite, Cision, Powerpoint, Canva, Copy-Editing, Proofreading, Photo Editing, Press release writing, News writing, Blog writing
 - Strategic Use of Platforms: Instagram/Facebook/Twitter/Linkedin/ TikTok/ Pinterest
-

Extra Curriculars *William Paterson University*

Student Public Relations Association President

Summer 2021- Present

- Organizing events
- Overseeing social media content (Former Student Public Relations Social Media Chair)
- Managing executive board team.
- Advertise club to bring in new members.

Her Campus Online Magazine Vice President

December 2020- Present

- Copy-Editing articles
- Event planning
- Completing weekly reports
- Communicating with Headquarters

Just Jules Blog Creator

July 2021- Present

- Writing and editing articles
- Planning and creating social media content

- Connecting with other creators to grow following.

Theta Phi Alpha Fraternity *Recording Secretary*

January- December 2020

- Kept a comprehensive log of items discussed during meetings and deliberations
-

Relevant Projects

- Designed “Meet the Advisor” & “Featured Student Project” campaigns, club promotions.
 - Created detailed PR plan for the Shubert Organization.
 - Acted as publicist for the Royal family to manage their separation crisis.
-

Relevant Coursework

Introduction to Public Relations

Media Writing

Social Media Marketing

Corporate Social Responsibility

Journalism

Research Method and Applied Communication

Public Relations Case Study

Strategic Writing

Digital & Social Media Communication

Public Relations workshop