

# Julianne Hunt

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## Profile

Enthusiastic Communications professional seeking to leverage experience in promoting companies in a positive way and developing mass communications messages. Tech-savvy specialist proficient in digital media and successful marketing strategies for different online channels. Passionate for devising promotional and information messages to build brand image, inform the general public of the company and influence targeted audiences.

## Experience

### **DIGITAL MARKETING & SOCIAL MEDIA MANAGER | BOYS & GIRLS CLUBS OF DORCHESTER | AUGUST 2019 - PRESENT**

- Manage social media accounts including Facebook, Twitter/X, Instagram, YouTube and LinkedIn by composing content, engaging with followers, monitoring activities and researching trends
- Design and execute email marketing campaigns
- Monitor website analytics, create articles, and edit design
- Craft collateral to communicate core messages and brand identity
- Work with PR team for media advisories, press releases and marketing strategies
- Produce videos with videographer for special events
- Create digital & print collateral for special events & fundraising initiatives
- Experience with social media management, Canva, Adobe InDesign, Constant Contact email marketing, Video editing

### **PROMOTIONS STREET TEAM | IHEARTMEDIA | SEPTEMBER 2023 – PRESENT**

- Represents the radio stations and clients at promotional events while coordinating with sponsors and/or venue organizations
- Records events (i.e. Photos, videos, audio and social media for station promotions)
- Covers social media platforms for several different brands/audiences at major station events
- Conducts on-site promotions, and handles clients and listeners
- Collaborates with multiple departments to create and execute promotions

## Education

### **BACHELOR OF ARTS IN COMMUNICATIONS | MAY 2019 | UNIVERSITY OF MASSACHUSETTS – BOSTON, BOSTON, MA – MAGNA CUM LAUDE (3.7 GPA)**

## Skills & Abilities

- Social Media Management
- Copy Writing
- Brand Management
- Content Creation
- Email Marketing
- Collateral Design

## Activities and Interests

Boys & Girls Clubs of Dorchester's Young Professionals Assistant, Chaos Creators Street Team

## Certifications

Intro to InDesign - American Graphics Institute, Social Media Marketing - HubSpot Academy, Blackbaud Raiser's Edge NXT Fundamentals