

# Julia Mercorella

Phone: 203-448-6227 E-Mail: [jmercorella@elon.edu](mailto:jmercorella@elon.edu)

Online Portfolio- [jmercorella.weebly.com](http://jmercorella.weebly.com)

---

**EDUCATION**      **Elon University**      **Elon, NC**  
Major: Strategic Communications      **May 2015**  
Minor: Studio Art  
GPA: 3.68  
Study Abroad: Florence, Italy      **Fall 2014**  
**Honors:** Presidents List, *Fall 2011, Fall 2014, Spring 2015*

## RELEVANT CLASS PROJECTS

*Advertising Techniques*      **Elon, NC Spring 2015**

- Collaborated with teams to develop extensive, multi-platform advertising campaigns
- Created print, digital, and social media advertising
- Developed several creative briefs to rebrand well known products

*Advertising in Society*      **Elon, NC Fall 2014**

- Collaborated with a team to create a “Denny’s Lunch” campaign for an Erwin Penland representative
- Created social media strategies and produced advertisements around the campaign
- Developed a brand strategy and tagline for the campaign that was executed through ads, social media and promotional tactics

*Digital Media Convergence*      **Elon, NC Spring 2013**

- Proficiency with Photoshop and iMovie
- Created multiple video projects utilizing camera

## WORK EXPERIENCE

**Catapult Marketing**, Westport, CT      **September 2015- Present**

*Freelance Promotions Coordinator*

- Monitors Uncle Ben's Sweepstakes video competition
- Approves or rejects video submissions based on specific criteria
- Evaluates video submissions to determine prizewinners
- Communicates directly with contestants
- Project responsibility for specific Uncle Ben's account initiatives.

**Images & Details, Inc**, New Canaan, CT      **June- August 2014**

*Public Relations Intern*

**August 2015**

- Created Press Lists for client news releases on Cision
- Sent out email blasts, news releases, press releases, and invitations to media
- Communicated with editors for publication of news releases
- Developed and contributed to writing news and press releases
- Created progress reports and media outreach plans for clients

**Westport Tennis Club**, Westport, CT

*Client Service/ PR Assistant*

**Westport, CT**

**Fall 2010-August 2011**

**Summer 2012**

**Summer 2013**

- Engaged with clients to schedule court time
- Created brochures and fliers to promote clinics and extra activities
- Created Facebook page and website and updated both with pictures and information

## CAMPUS INVOLVEMENT

**ElonThon**

**October 2011-2015**

*Elonthon Dancer and Participator*

- Raised money for organization leading up to the event

**Phi Mu Gamma Nu Chapter**

**2012-2015**

*Member*

*Co-Chair of Historian Committee*

**Spring 2012**

## COMPUTER AND MEDIA SKILLS

Adobe InDesign, Adobe Photoshop, Microsoft Word, Excel, PowerPoint, Cision, WordPress, iMovie, Facebook, Twitter, Instagram, Pinterest