Julia Mercorella
Phone: 203-448-6227 E-Mail: jmercorella@elon.edu

Portfolio: www.**juliamercorella**.**weebly**.com/

**EDUCATION Elon University Elon, NC**

Major: Strategic Communications **Expected May 2015**

 Minor: Studio Art

 GPA: 3.64

 Study Abroad: Florence, Italy **Fall 2014**

 **Honors**: Presidents List, *Fall 2011,* Deans List, *Spring 2012, Fall 2012, Spring 2013*

 **RELEVANT CLASS PROJECTS**

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 promotions

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

* Proficiency with Photoshop and iMovie
* Created multiple video projects utilizing camera
* Established online portfolio demonstrating photography, video and audio work

Media Writing  **Elon, NC Fall 2012** *Loaves and Fishes Multimedia Story Team*

* Conducted live interviews and observed on site to write a text news story
* Collaborated with video team to produce a multimedia web story about Loaves and Fishes Food Pantry

**WORK EXPERIENCE**

**Images & Details, Inc,** New Canaan, CT  **Summer 2014** *Public Relations Intern*

* 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 **Westport, CT**

*Client Service/ PR Assistant* **Fall 2010-August 2011**

* Engaged with clients to schedule court time **Summer 2012**
* Created brochures and fliers to promote clinics and extra activities **Summer 2013**
* Created Facebook page and website and updated both with pictures and information

**CAMPUS INVOLVEMENT**

**ElonThon October 2011-Present**

*Elonthon Dancer and Participator*

* Raised money for organization leading up to the event

**Phi Mu Gamma Nu Chapter 2012-Present**

*Member*

*Co-Chair of Historian Committee* ***Spring 2012***

**COMPUTER AND MEDIA SKILLS**

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