

JULIA BARTON

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PROFESSIONAL PROFILE

Julia is a multimedia journalist and creative professional with a passion for digital storytelling about outdoor recreation, environmental conservation and the arts. She has skills in interactive media, writing and reporting, copy editing, digital and film photography, email newsletters, the Adobe Creative Suite, and both social media and communication strategy. She has a demonstrated ability to craft meaningful storylines, provide a close attention to detail and meet deadlines.

EDUCATION

Bachelor of Arts, Journalism (GPA: 3.88)

University of Southern California (USC)

Minors in Photography and Social Change, and Communication Design

Graduation: May 2022

Los Angeles, CA

WORK EXPERIENCE

Media and Communications Director

Ace Hardware – Big Sky

June 2023 - Present

Big Sky, MT

- Create and manage internal communication standards and flow
- Create and institute consistent brand identity for internal and external deliverables
- Lead independent marketing campaigns and coordinate in-store action for corporate promotions
- Create and manage store social media accounts

Digital Producer

Outlaw Partners

June 2022 - April 2023

Big Sky, MT

- Pitch, report, write and photograph weekly local news stories
- Schedule and manage multiple daily social media posts on Instagram and Facebook for two publications (Explore Big Sky newspaper and Mountain Outlaw magazine)
- Compile, write, design and manage an email newsletter 5 days a week
- Manage special projects for the bi-monthly print Explore Big Sky newspaper
- Work collaboratively with teammates and provide support on tasks outside of my department
- Copy edit and proof print layouts
- Compile, organize and present monthly analytic data from various social channels

Editorial Intern

Outlaw Partners

June 2021 - August 2021

Big Sky, MT

- Pitch, report and write local news stories
- Man-on-the-street reporting and local event coverage

Office Staff

Geyser Whitewater Expeditions

June 2019 - August 2021 (seasonal)

Big Sky, MT

- Organize daily logistics for 30+ raft guides and hundreds of guests
- Offer in-person and over-the-phone customer service and knowledge about whitewater rafting
- Retail with point of sale

HONORS AND AWARDS

- Magna Cum Laude baccalaureate honors from USC
- USC Annenberg Dean's List recognition for all participating semesters

UNDERGRADUATE INVOLVEMENT

- Writer and reporter for USC's Annenberg Media Center
- Selected member of USC's Women's Leadership Society

- Executive board member and outdoor adventure guide for SC Outfitters at USC