

Julia Serwaa Peterson

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Education

Bachelor of Arts in Communications, 2023

Southern New Hampshire University, Hooksett, NH

Honors

Associate of Arts In Liberal Arts Science , 2020

Holyoke Community College, Holyoke, MA

Honors

Employment History

Freelance Content Writer, 2023 - Present

The Hollywood Times

- Produced content that resonated with readers while keeping close to the company's ethics and values.
- Cultivated authentic client relationships through trust and communication that lead to successful collaboration on any project.
- Interviewed magnificent individuals in fashion, publishing, film, music, politics, and brands. The stimulating interviews then become articles of sustainable taste.
- Pitched and created many original articles and ideas to editors, reporters, writers, and PR teams.

Podcast Founder and Host, 2024 - Present

The Black Stars Agency

- Producer and host of an engaging podcast, "LoL What Now" for The Black Stars Agency.
- Established a unique, authentic, humorous messaging that resonates with young adult audiences.
- Created episodes that allow the audience to feel like a friend listening to a phone call.
- Collaborated with hilarious and profound guest stars who complement the podcast's target audience.

Contributing Writer, , 2023 - 2024

Exhibit A Magazine

- Developed attention-grabbing headlines that accurately represented the article's topic, optimized for SEO.
- Managed multiple projects and deadlines. Worked in different editorial departments
- Contributed diverse articles focused on fashion, sex, and relationships. The articles were humorous and a bit vulgar, which resonated with Gen Z and older readers' demographics.
- Increased audience engagement with relatable articles that improve audience retention and article shares.

Public Relations Coordinator, 2024

BK Style Foundation

- Created and executed PR campaigns to promote Fashion Week Brooklyn (FWBK) and secure media and social media coverage.
- Developed press materials and stories for media outlets and PR, which increased visibility and event attendance.
- Built relationships with the media, influencers, and industry stakeholders who help boost publicity.
- Wrote press releases to communicate company news effectively.
- Managed fashion show RSVP attendance and confirmations.

Customer Service, 2016 - 2024

- Assisted customers with any concerns and questions about products.
- Trained new staff on customer service, protocols, safety orientation, and consistent service quality.
- Smooth communications and engagement with a wide range of audiences.
- Coordinated with various departments to optimize inventory and ensure product availability.
- Fully trained barista, cashier, sales associate, food and patient assistant.

Internships

Digital Intern, 2022 - 2023

Digital CEO Circle

- Copywriter for an entrepreneur-focused podcast for business owners
- Assisted in developing social media strategies for increased brand engagement and online presence.
- Contributed to developing email marketing campaigns, resulting in improved open and click-through rates.

News Writer, 2024

MXDWN

- Stayed informed on current events and trends for relevant news coverage.
- Followed editorial standards, publication guidelines, and deadlines.
- Wrote accurate and timely news articles for [MXDWN.COM](https://mxdwn.com).
- Created, edited, and shared content on social media channels.

Skills

Trend Analysis, Social Media Management, Public Relations, Cultural Insights, Digital Content.

Campus & Community Involvement

Holyoke Community College, Student Government Senator, 2018–2020

The National Society of Leadership and Success (Honors Society) Member, 2023–Present

Social Media and Portfolio

Writing Portfolio : juliapeterson.portfolial.com, LinkedIn : linkedin.com, Instagram : www.instagram.com.

Organization Membership

National Association of Black Journalists (NABJ)

New York Women in Communications