

# Julia Peterson

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## EDUCATION

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### Southern New Hampshire University

Hooksett, NH

Bachelor of Arts/ Communications/ Cum laude  
Concentration/ Public Relations.

June 2023

### Holyoke Community College

Holyoke, MA

Associate of Arts/ Liberal Arts/ Cum laude

June 2020

## RELEVANT EXPERIENCE

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### The Hollywood Times

2023-

Freelance Content Writer

- Engaged readers through persuasive storytelling techniques that effectively communicated key messages and brand values.
- Developed strong working relationships with clients, fostering trust and encouraging repeat business opportunities.
- Conducted interviews with subject matter experts to generate topics.
- Developed and pitched story ideas to editors.

### Blavity Inc.

2024

Content Syndication Writer

- Gave weekly influx of Pitches to write and distribute to staff writers.
- Wrote pitched articles for all of the Blavity Brands. Including Home and Texture, Blavity, Afrotech, 21Nintey, and Travel Noire.
- Contributed to new article ideas and research for each brand.
- Created Syndicate content with the voice of each Blavity brand.

### MXDWN

2024

News Writer

- Stay updated on current events and industry trends to provide insightful and relevant news coverage.
- Maintained high editorial standards and adhered to publication guidelines and deadlines.
- Write news articles covering [specific topics or beats] for MXDWN.COM, ensuring accuracy, timeliness, and adherence to journalistic standards.
- Created, edited, and published content for social media channels.

### Exhibit A Magazine

2024-

Contributing Writer

- Researched, wrote and edited articles for online magazine.

- Created compelling headlines that accurately reflect the article's content. Checked content for conformance with SEO best practices.
- Incorporated feedback from editors and subject matter experts into writing material.
- Demonstrated strong organizational skills in managing multiple projects and deadlines simultaneously.
- Contribute engaging articles and content for Exhibit A Magazine, focusing on fashion, sex, and relationships.

## **ADDITIONAL EXPERIENCE**

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### **Digital CEO Circle**

**2022-2023**

#### Digital Intern

- Enhanced digital marketing campaigns by implementing SEO strategies and optimizing website content.
- Assisted in the development of social media strategies for increased brand engagement and online presence.
- Contributed to the development of email marketing campaigns, resulting in improved open rates and click-through rates.

### **BK Style Foundation**

**2024**

#### Public Relations Coordinator

- Developed and executed strategic PR campaigns to promote Fashion Week Brooklyn (FWBK) and drive media coverage.
- Created compelling press materials and pitched stories to targeted media outlets, resulting in increased brand visibility and event attendance.
- Cultivated relationships with media outlets, influencers, and industry stakeholders to maximize publicity and brand exposure.
- Drafted press releases that effectively communicated company news stories to target audiences.
- Maintained an organized database of all contacts within the media industry.

## **CAMPUS & COMMUNITY INVOLVEMENT**

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Holyoke Community College Student Government/ Senator

**2018-2020**

The National Society of Leadership and Success/ Honors Society Member.

**2023-**

### **Skills & abilities**

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- Social Media Management
- SEO Optimization
- Media Training
- Content Creation
- Public Relations Strategies
- Problem solving
- Communication
- Strategic Thinking and Creativity

- Editing And Proofreading
- Interviewing And Research