

Julia Peterson

Journalist and PR Specialist

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Professional summary

A passionate Journalist and PR specialist with two years of experience at The Hollywood Times. Holding a degree in Communications, I have interned with podcasting, fashion, and PR agencies. My core strengths are in marketing, storytelling, and public relations. Committed to using collaboration, humor, and kindness to create lasting impact.

Education

Bachelor of Arts in Communications, Jun 2023

Southern New Hampshire University, Hooksett, NH

Concentration in Public Relations • Honors

Associate of Arts In Liberal Arts Science , Jun 2020

Holyoke Community College, Holyoke, MA

Student Senator • Honors

Employment history

Freelance Content Writer, 2023 - Present

The Hollywood Times

- Produced engaging content that resonated with readers, effectively communicating key messages and brand values.
- Cultivated strong client relationships, fostering trust and encouraging repeat business opportunities.
- Interviewed subject matter experts to generate relevant and impactful topics.
- Pitched creative story ideas to editors, shaping editorial direction and contributing to content development.

Contributing Writer, 2024

Exhibit A Magazine

- Conducted research and wrote/edit articles for the online magazine.
- Developed attention-grabbing headlines that accurately represented article content while optimizing for SEO.
- Integrated feedback from editors and experts to refine written materials.
- Demonstrated excellent organizational skills, managing multiple projects and deadlines effectively.
- Contributed articles focusing on fashion, sex, and relationships for Exhibit A Magazine.

Public Relations Coordinator, 2024

BK Style Foundation

- Created and executed PR campaigns to promote Fashion Week Brooklyn (FWBK) and secure media coverage.
- Developed press materials and pitched stories to media outlets, increasing visibility and event attendance.
- Built relationships with media, influencers, and industry stakeholders to boost publicity.
- Wrote press releases to communicate company news effectively.
- Managed and kept an organized database of media contacts.

Podcast Founder and Host, 2024 - Present

The Black Stars Agency

- Produced and hosted engaging podcast, 'LoL What Now', for The Black Stars Agency.
- Analyzed metrics to enhance content, identifying key growth areas.
- Established a unique, humorous brand voice that resonated with audiences.

- Implemented strategic changes leading to measurable audience growth.
- Utilized analytical skills to optimize podcast reach and engagement.

Internships

Digital Intern, Sep 2022 - Jan 2023

Digital CEO Circle

- 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.

News Writer, Jan 2024 - May 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://www.mxdwn.com).
- Created, edited, and shared content on social media channels.

Skills

Social Media Management, SEO Optimization, Content Creation, Editing, Event Promotion, Podcast Production, Digital Marketing, Media Relations, Creative Campaigns.

Campus & Community Involvement

Holyoke Community College, Student Government Senator, 2018–2020

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

LinkedIn and Portfolio

Writing Portfolio : juliapeterson.portfolial.com, LinkedIn : [linkedin.com](https://www.linkedin.com).

Affiliations

National Association of Black Journalists (NABJ)

New York Woman In Communications