

# JULIA DONDERO

Growing up with an agricultural background, I pride myself on being a hard-working, goal-oriented, self-starting professional with a passion for sharing others' stories and representing others through written and digital public relations. With a wide variety of strategic communications skills, I have a passion for sharing stories and building impactful relationships.

## CONTACT

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Fort Worth, Texas

## EDUCATION

### University of Idaho

Moscow, Idaho

*Bachelor of Science Agricultural Sciences*

*Leadership & Communications*

Minor in Public Relations

## SKILLS

- *Event Coordination*
- *Relationship Building*
- *Internal and External Communications*
- *Media Design*
- *Strong AP Style and News Writing*
- *Knowledge of Media History*
- *SEO knowledge and Social Media Analytics Analysis skills*
- *Media Relations*
- *Journalism Reporting and Feature Writing*
- *Social Media Management and Digital Media Content Creation across all platforms*
- *Proficient knowledge of WordPress, Mailchimp, Adobe Suite, Canva, Grabyo software*

## INVOLVEMENT &

## AWARDS

- COWGIRL Magazine 30 Under 30 Class of 2025
- *Muckrack Media Relations Certified*
- *Beef Quality Assurance Certified*
- Dean's List Awardee 2020-2024
- Student Idaho Cattle Association Member (2020-2024), CALSAC Representative (2021-2022)
- Idaho Cattle Association Member (2020-Present)
- Beta Theta Chapter of Kappa Alpha Theta VP of Membership (2022-2023); Events Director (2021-2022); Alumni Relations (2020-2021)
- University of Idaho Women In Agriculture Club Secretary (2022-2023)

## WORK EXPERIENCE

### Communications Director

May 2024- Present

*International Professional Rodeo Association*

- Managed digital and print media accounts to drive awareness of the IPRA and IFYR organizations
- Created engaging social media content, content calendars, and feature stories
- Strong knowledge of multimedia platforms, including Adobe Photoshop, WordPress, Canva, and social media analytics
- Managed all media pitches, press releases, media relations, and earned media

### Feature Writer

September 2023- October 2024

*Western Horseman*

- Researching and conducting interviews to employ journalistic skills
- Plan strategic photoshoots and structured storylines
- Utilization of creative writing skills to tell compelling, long form, written feature stories to share voices of the western industry

### Communications Coordinator Intern

December 2022- May 2024

*World Champions Rodeo Alliance*

- Utilizing journalistic skills to conduct interviews and create compelling feature content
- Leading the WCRA influencer team through individualized meetings and concise development/communication of strategic communication strategies
- Social Media analytic reports and evaluation across multiple accounts
- Graphic design and website management for World Champions Rodeo Alliance, Division Youth, and Women's Rodeo World Championship accounts
- Traveling to WCRA, and WRWC events assisting with live event production
- Creation of mass email distribution and timely transversal communication

### Copywriter/Affiliate Communications

April 2021- Present

*COWGIRL Magazine*

- Trend awareness to create daily digital articles relevant to the target audience
- Cultivation of social media content to build a consistent and engaging brand voice across all social media platforms to generate engagement
- Travel to major PRCA and Western Sports events to create BTS social media content and engaging copywriting
- Strong understanding of social media trends and engagement optimization
- Utilization of WordPress and, Search Engine Optimization (SEO), Social Media Analytics to create trending content
- Display of interview skills, media relations, and copywriting

### Event & Communications Coordinator

June 2021-Present

*Ullman-Peterson Events*

- Optimized strong event planning, organization, internal and external communication skills to assist in the planning and sponsorship engagement of the Bob Feist Invitational Team Roping (BFI)
- Creation of engaging social media content across all platforms
- Employment of journalistic skills to conduct interviews with industry leaders and athletes to generate engaging and timely feature writing content for the BFI and other Ullman- Peterson Events

### Special Events Marketing Intern

September 2021- December 2022

*The Cowboy Channel*

- Promoted The Cowboy Channel through strong oral and in-person communication skills at various marketing events including the National Finals Rodeo in Las Vegas, NV, and the Pendelton Round-Up in Pendelton, OR.

### Editor/Copy Writer/ Social Media Coordinator

January 2021- May 2024

University of Idaho College of Agriculture & Life Sciences  
Student Newsletter editor, Department Communications  
Coordinator