

juliahale

Ann Arbor, MI · halejulia.com

Education

DePaul University, Chicago, IL

Sep 2016 – Jun 2020

Bachelor of Arts, Journalism Major, Communication and Media Minor, Spanish Minor

Professional Summary

Confident and creative marketing strategist with a journalism background. Writer and multimedia creator specializing in content marketing and brand development. Strengths include connecting with others and excellent communication, organization, and attention to detail.

Skills

- Adaptability, research, editing, interviewing and transcription.
- Knowledge of AP style, photography, B2C communications and branding.
- Canva, Adobe Creative Cloud, WordPress, Elementor, WiX, MailChimp, HubSpot, Apollo, Monday.com, Hootsuite, G Suite, Google Analytics, Google Search Console, Looker Studio, Microsoft Office, Zoom and Slack.
- TikTok, Meta (Instagram, Facebook, Threads), Twitter/X, YouTube, Pinterest, Tumblr, Reddit.

Relevant Accomplishments

- Created a logo and website for a construction company in Texas.
- Created web pages and PDFs for six pre-engineered metal building models to generate sales leads.
- Designed and ordered all materials for a college fair booth (banner, tablecloth, fliers, branded swag, biz cards).
- Created my personal logo, website/portfolio, and brand identity.
- Interviewed Hozier and EDM artist Elohim; reviewed and photographed Mick Jenkins and Kodie Shane shows.

Experience

The McFate Group, Inc. – Marketing Director

Ann Arbor, MI · 2024 – Current

- Managed websites, social media, digital content (blogs, photography, graphic design), print and email marketing, branding, SEO and analytics for three companies; ordered branded merch for staff.

Café Zola & Zola Bistro – Digital Marketing Manager

Ann Arbor, MI · 2022 – 2023

- Managed social media and websites for Café Zola and Zola Bistro restaurants.

All Star Driver Education – Marketing & Brand Assistant

Ann Arbor, MI · 2021 – 2022

- Managed all social media platforms, digital content (blogs, photography, videos, graphic design), print and email marketing, branding, copywriting, web design, SEO.

Chicago Music Guide – Editorial & Social Media Intern

Chicago, IL · Winter 2020

- Reviewed and photographed concerts and developed an Instagram campaign.

Modern Notoriety – Social Media Intern

Chicago, IL · Winter 2020

- Scheduled Twitter posts and gained experience using Hootsuite and Bitly.

Windy City Times – Editorial Intern

Chicago, IL · Summer 2019

- Wrote and photographed LGBTQ-related content, including Pride 2019 coverage.

Chicago Reader – Editorial Intern

Chicago, IL · Autumn 2018

- Wrote about music, arts and culture, including midterm election-related content.

Volunteer & Extracurriculars

- Photographed local jazz performances in the Ann Arbor/Ypsilanti area Summer 2022
- Pop culture blogger for Matchbox Magazine. 2019
- Director of Social Awareness, Delta Gamma, Eta Pi. Winter 2018 – Winter 2019

