

JULIA BJORNLAND

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EXPERIENCE

BORGWARNER | DESIGN INTERN IN HR DEPARTMENT

ITHACA, NY | JUNE 2017 - AUGUST 2018

Global company focusing on sustainable car development - internship focused on internal communications for office in Ithaca, NY. There is no marketing department in Ithaca office, internship had sole responsibility of all creative work.

POP2LIFE X CONDÉ NAST | FREELANCE JUNIOR GRAPHIC DESIGNER

NEW YORK, NY (REMOTE) | MAY 2017

Following internship, Pop2Life was acquired by Condé Nast when position was offered for a three-week freelance project for HGTV. Designed all creative assets and print files for project including signage, give-aways, etc.

POP2LIFE | CREATIVE INTERN

NEW YORK, NY | JANUARY 2017 - APRIL 2017

Experiential marketing agency - internship focused on design while working directly with the creative team on logo mock-ups, creating decks, designing elements for activations, creative brainstorming, site visits, and research.

TECHNOLOGY INNOVATIONS CNY | MARKETING & DESIGN SPECIALIST

NEW HARTFORD, NY | MAY 2016 - PRESENT

Family-owned technology company selling printers, toner, and computer maintenance solutions. Position focusing on re-branding the company and keeping up with marketing materials, and postage for prospective clients.

JORDAN MARCEL, INC. | FREELANCE DESIGNER, CREATIVE OPERATIONS INTERN

UTICA, NY | MAY 2016 - DECEMBER 2016

Start-up company focusing on event decorating, graphic design, and interior design. Internship focused on wedding set-up and design, research and purchasing, and graphic design for events. Freelance designer after internship ended.

ORGANIZATIONS

NATIONAL STUDENT ADVERTISING COMPETITION | PRODUCTION HEAD, CREATIVE HEAD

JANUARY 2018 - MAY 2018

Group of 16 seniors working as an advertising agency for the client, Ocean Spray. We were given the challenge of developing a new campaign to increase sales with millennials. Was voted into head positions which created final presentation and deck for client, along with creative executions for print, digital, OOH, brand activation, etc.

HIFASHION STUDIOS | PRESIDENT, ADVERTISING EXECUTIVE, MEMBER

SEPTEMBER 2014 - MAY 2018

Student-run organization that designs and executes two fashion shows per year. Collaboration among teams and 150+ members and models. Started as member on advertising team, then advertising executive and then president.

AMERICAN ADVERTISING FEDERATION | VICE PRESIDENT, SECRETARY, MEMBER

SEPTEMBER 2015 - MAY 2018

Ithaca College's division of AAF on campus. Focus on advertising in creative activations, and marketing workshops. Joined as member, then became secretary (organized club meetings, emails, etc.) then vice president.

GENERATIONON | PRODUCTION EXECUTIVE

OCTOBER 2016 - DECEMBER 2016

Created marketing campaign to generate awareness of the global brand genOn and opportunities offered for clubs. Production executive, created finalized presentation and book presented to executives at AAF, genOn, and Facebook.

OFFICE OF PUBLIC SAFETY/RESIDENTIAL LIFE GROUP | MEMBER

OCTOBER 2015 - MAY 2016

Focus group set up to establish solutions to recent racial based discrimination on Ithaca College's campus. Along with developing policies for residential life and the office of public safety to follow.

EDUCATION

Bachelor of Science, *Cum Laude*

Ithaca College | Roy H. Park School of Communications

MAJOR | Integrated Marketing Communications

ΔΔΣ | Alpha Delta Sigma Honor Society

Alpha Delta Sigma recognizes and encourages achievement in advertising studies and is the only national, professional advertising honorary society in American higher education.

PORTFOLIOS

WEBSITE & PORTFOLIO | julbjorn.com

LINKEDIN | [linkedin.com/in/jbjornland/](https://www.linkedin.com/in/jbjornland/)

SKILLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE INDESIGN

ADOBE ACROBAT

ADOBE DIMENSION (basics)

ADOBE AFTER EFFECTS (basics)

MS WORD

MS POWERPOINT

MS EXCEL

HTML/CSS (basics)

SLACK

MAILCHIMP

AWARDS

NSAC OCEAN SPRAY | 10th Place, 150+ teams

DEANS' LIST | Fall 2016, Spring 2015

ROD SERLING SCHOLARSHIP |

Awarded to students in the Roy H. Park School of Communications who demonstrate

outstanding creative scriptwriting ability.

ALYSSA M. SCHOENBERG '09

SCHOLARSHIP | Awarded to a student in the Integrated Marketing Communications program in good academic standing with financial need.

TAMMY BRAININ '74 SCHOLARSHIP |

Awarded to students in the Roy H. Park School of Communications who are in good academic standing and have demonstrated financial need.

NORMAN WALL SCHOLARSHIP |

Awarded annually to a student with a minimum 3.0 GPA with demonstrated financial need, who has been a SASP member for at least one year.

VIRGINIA A. BOWMAKER

SCHOLARSHIP | Awarded to a student achieving academic excellence.

JOHN SHEEHAN SCHOLARSHIP |

Awarded to a student achieving academic excellence.