

Julia Pardee

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EDUCATION

Lehigh University – Bethlehem, Pennsylvania

Bachelor of Science in Business and Economics

Major: Marketing and Business Information Systems; Minor: Integrated Real Estate

Honors: Dean's List Fall 2017 – Present

Graduation: May 2021

GPA: 3.80

WORK EXPERIENCE

Lehigh University, TRAC (Technology, Research, and Communication) Fellow (Bethlehem, PA)

May 2018 – Present

- Act as a peer writing tutor to read and respond with written feedback to 15 student drafts each semester
- Hold 30-minute individual conferences with students on a monthly basis and act as a resource where needed
- Consult with faculty members to provide feedback about their teaching style and writing assignments
- Nominated by Lehigh faculty to serve as a TRAC Fellow and enroll in a semester-long seminar/training program

The Gramlist, Junior Team Member (New York, NY)

September 2017 – August 2018

- Gained in-depth experience in influencer marketing across Instagram with the goal of connecting authentic and emerging “talent” with leading brands such as Bloomingdale's, Uber, SoulCycle, Panera, and Conde Nast
- Researched hundreds of influencers by analyzing social media statistics to compile lists of candidates for campaigns
- Attentively monitored trends on Instagram and kept abreast of social media and technology news
- Improved the company's pitching system and created a database of past capabilities
- Brainstormed and created content for *The Gramlist* website, newsletters, Instagram account, and GL50 magazine

Society for the Prevention of Teen Suicide (SPTS), Intern (Freehold, NJ)

September 2016 – August 2018

- Composed a sixteen page “Youth Wellness Summit Guide” for local communities to encourage mindfulness, mental health, and confidence among middle and high school students
- Selected to speak on behalf of the SPTS Youth Council at the annual golf outing; received a special award for efforts to raise awareness among peers
- Pitched, organized, and led the first “Walk for Wellness” community event held in May 2017
- Collaborated with the Executive Board on blog posts, state grant proposals, and email blasts

LEADERSHIP EXPERIENCE

Student Senate, Student Outreach Committee Chair (Bethlehem, PA)

May 2018 – Present

- Lead committee of thirteen senators to improve communication between the administration and the student body
- Organize campus-wide events and collect student feedback regarding campus issues

Office of First Year Experience, Orientation Leader (Bethlehem, PA)

January 2018 – Present

- Mentor a group of 15 first-year students to ease their transition into college life
- Facilitate conversations and provide insight about Lehigh academics and opportunities

Student Senate, Senator (Bethlehem, PA)

September 2017 – Present

- Collaborate with 55 fellow Senators to improve campus life
- Attend biweekly full senate meetings in addition to three weekly committee meetings (Admin, Student Outreach, Student Leadership Working Group)
- Based on student feedback, worked with Library and Technical Services to extend library hours on weekends
- Elected as the sole student representative on the university's Calendar Committee; created recommendations for the Vice Provost to adjust the academic schedule

ADDITIONAL SKILLS

Computer Skills: Microsoft Office Suite, Adobe Suite, Constant Contact, G-Suite, WordPress, Donor Perfect

Currently pursuing **Presentation Skills** Certificate