

Julia Higgins



Phone: (908) 400-3537 | Email: Higginsj10@montclair.edu | Address: 260 Park St, Montclair, NJ, 07043

Linkedin: <https://www.linkedin.com/in/julia-higgins-12775317a/>

Personal Website: <https://juliahigginsss.wixsite.com/mysite>

Summary

A highly-enthusiastic and creative college Montclair State junior who has experience organizing, publicizing and executing events, running and growing social media channels, and excellent written and verbal communication skills. Currently pursuing Public Relations and Professional Writing with a 3.78 GPA.

Internships

Foot Locker Inc. Public Relations Intern Summer 2020

- Work with all Foot Locker brands across the nation in launches, media relations, and events.
- Due to COVID-19, the internship program was put on hold until further noticed.

Nike Communications Lifestyle Public Relations Intern Spring 2020

- Represent brands such as YSL Beauty, Gillette, and LAFCO Candles in client relations.
- Duties include creating media lists, clippings articles, and assisting with pitching.

Montclair State Athletics Social Media Intern Fall 2019

- Work with Canvia, Unfold, and Made to produce creative content for Montclair's volleyball team.
- Create content for recruitment pages through short production videos and posts.

Hawks Communications Public Relations Intern Fall 2019- Present

- A student run agency that collaborates with companies, such as Chevy and Montclair Art Museum.
- Create content for events and business, such as press releases and media outreaches/media lists.

Relative Campus Involvement

President of School of Communications Honors Society (LPH Zeta Chapter) 2019-Present

- Prepare meetings agendas, chair meetings, coordinate events and handle application processes.
- Organize pitches and abstracts for conferences such as NJCA and our spring induction.

HerCampus Executive Social Media Director (Top 5% of global chapters) 2017-Present

- Post daily content and manage a Facebook page and VSCO page and generate weekly growth.
- Partner with Garnier and BedHead to organize events, including our annual fashion show.
- Promoted to Executive Board Social Media Director for Fall 2020.

Public Relations Student Society of American 2019-Present

- A national organization for public relations students to grow and create events and content.
- Work and publicize events such as Autism New Jersey and Montclair States Alumni Dinner.

Pink Campus Team 2019-Present

- Generate content for social media pages, such as Instagram and SnapChat, to promote Pink.
- Organize events following national Pink Guidelines, such as our in-store event, reaching 250 students in attendance and generating 8,000 dollars for the store.

Other Work Experience

Recreation Manager/Assistant Cranford Town Pool Summer 2014-2019

- Lead and train staff of 13 at both town pools and manage inventory needs.
- Organize schedules and events, such as Tie Dye Day which reached 75 patrons in 4 hours.
- Promoted from Recreation Assistant after 3 summers.

Service Assistant, Montclair State University 2018-2019

- Assisted new students in residence halls when issues and emergencies would arise.

Education

Montclair State University 2017-2021, Major: Public Relations. Minor: Public and Professional Writing.