

# JULIA PRIOR

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## OBJECTIVE

To use my skills and experience in social media, public relations and communications strategy for forward-thinking, innovative brands in the Dallas area.

## EXPERIENCE

### Chapter President

January 2012 - Present | University of Dayton Alumni Association

- Plan chapter activities, including Christmas off Campus, a charity event reflecting the Marianist mission of the University of Dayton in our local communities
- Keep over 750 Dallas/Fort Worth area alumni connected through emails, events and social media such as Facebook geo-targeting and Facebook Ad campaigns
- Work with a volunteer leadership team of five local alumni and two Regional Program Directors to put on events with appeal to a variety of local alumni

Previously served as Social Media Coordinator for the Houston Chapter before being appointed as President for Dallas/Fort Worth in November 2012

### Account Coordinator

July 2012 – December 2013 | Brooks & Associates Public Relations

- Focused on creating social strategy that is tied to the client's overall communication goals, increasing engagement through interesting, dynamic and consistent content creation
- Pitched traditional and online media, placing clients in trade magazines and online publications, follow up with key media and track coverage of news
- Supported agency executives with thorough research, writing and communications strategy knowledge

### Public Relations Intern

August 2011 – January 2012 | Pierpont Communications

- Contributed thought leadership articles to the Pierpont blog on topics such as mobile technology, social media, and communication trends
- Advised clients on content and messaging strategy for social media profiles

### Communications Intern

February 2011 – April 2011 | Ah-Ha! Creative

- Pitched media for donations to assist with non-profit events, increased sponsorship commitments by 50%
- Worked on the Assistant Account Executive level, assisting with key accounts with clients in the nonprofit, technology and event services industries

## EDUCATION

University of Dayton. BA

- Communications, Public Relations

## OTHER EXPERIENCE

Dallas Co-Champion for [Operation: Social Santa](#)

Co-Founder & Moderator of [NCAAChat](#)