

Julia Sellers

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EDUCATION

2018 to 2020

MA in Digital Communication
University of North Carolina Chapel Hill
Chapel Hill, N.C.

2002 to 2006

BA in Journalism
and Mass Communication
University of South Carolina
Columbia, S.C.

RELATED SKILLS

- Writing • Editing • Interviewing • Storytelling • WordPress and online publishing • Feature writing • Speech writing • Project management • Event planning • Social media management and marketing • Community relations • Creative strategy • Data research and analysis • Strategic Communications
- Proficient in Windows and Mac OS platforms • MS Office • Adobe Photoshop, InDesign, Illustrator, Adobe XD and InCopy • Digital photojournalism • Page layout and graphic design

VOLUNTEERING

- Usher with the Peace Center for the Performing Arts
- Junior League of Greenville 2019 Provisional member
- Volunteer and judge for South Carolina Scholastic Press Association and the Southern Interscholastic Press Association
- Volunteer for the City of Greenville at Downtown Alive, Artisphere and Main Street Fridays

WORK EXPERIENCE

January 2016 – October 2018

CLEMSON UNIVERSITY

Clemson World assistant editor, alumni relations writer

- Collaborated on the writing, editing and photography of *Clemson World*, leading coverage of alumni profiles and miscellaneous happenings of Clemson University alumni.
- Oversaw *Clemson World* social media platforms and WordPress site. Average monthly WordPress views increased from 12,000 in January 2016 to more than 22,000 in July 2018 as a result of strategic social media planning and leveraging partnerships.
- Collaborated with university alumni association and oversaw communication assets that went out to more than 146,000 alumni.

March 2011 – October 2015

HABITAT FOR HUMANITY INTERNATIONAL

Writer/editor

- Oversaw communications of the Volunteer Mobilization and Innovation department, which included resource development for more than 60,000 youth and young professional volunteers engaged in U.S. programs. Managed communications to about 500 U.S. affiliates through the U.S. Office program. Communications included compiling and planning the annual milestones report and coordinating quarterly inquiries on department data.
- Engaged with volunteers through social media management. Activities included building a social network of more than 10,000 young people and increasing newsletter subscriptions from 17,000 in March 2011 to 24,000 in October 2015.

June 2006 – March 2011

MORRIS COMMUNICATIONS

S.C. Bureau Chief, *North Augusta (S.C.) Today* editor, reporter

- Supervised the daily coverage of Aiken and Edgefield counties for *The Augusta Chronicle*, a 75,000-circulation daily newspaper.
- Collaborated with editors on features and regional election pieces. Provided supplemental coverage for *North Augusta Today* from 2008 to 2011.
- Supervised the writing, editing, layout and photography of *North Augusta Today*, a 17,000-circulation weekly tabloid. Supervised two reporters on 10 to 12 stories a week in addition to 20 standing features and profiles.
- Piloted social networking strategy that improved Northaugustatoday.com readership from 8,000 monthly hits in 2008 to 20,000 monthly hits in 2010.