

# Julia Sellers

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## EDUCATION

2018 to 2021

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

• Proficient in Windows and Mac OS  
platforms • MS Office • Adobe  
Photoshop, InDesign, InCopy, XD,  
Illustrator and PremierePro • Digital  
photojournalism • Page layout and  
graphic design

## VOLUNTEERING

- Junior League of Greenville
- Usher with the Peace Center  
for the Performing Arts
- Volunteer for the City of  
Greenville

## 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.