

JULIE LEUNG

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536 6th Street, Apt 7, New York, NY, 10009

EDUCATION: **The University of Georgia**, Athens, GA
Bachelor of Arts in English, May 2009
Bachelor of Arts in Journalism/Mass Communications, May 2009
New Media Certificate Program
Overall GPA: 3.93

EXPERIENCE:

Account Coordinator, Fenton Communications
New York, NY September 2009-Present

- Social media and digital strategy/consulting/training
- Online research and branding/messaging auditing
- Copyediting and design formatting

Public Affairs Intern, Columbia Law School
New York, NY June 2009-August 2009

- Maintenance of the Columbia Law School website
- Media monitoring and press outreach

Editorial Intern, YourTango.com
New York, NY May 2009-August 2009

- Writing and publishing news posts via Drupal
- Copyediting freelance work for grammar, AP style and content
- Networking and outreach using social media

Assistant Production Manager, The Red & Black Newspaper
Athens, GA June 2006-May 2009

- Maintenance of newspaper's website
- Proofreading final page layouts, designing and editing print advertisements

Entertainment Editor, The Red & Black Newspaper
Athens, GA June 2007-May 2009

- Brainstorming articles and managing staff
- Contributing weekly articles

SKILLS:

Software: Wordpress, Drupal, InDesign, Dreamweaver (HTML/CSS), Photoshop, QuarkXPress, iMovie, FinalCut Pro, Cision, Radian6; Windows and Mac literate

Social Media: Twitter, Facebook, YouTube, Tumblr, Flickr, Wikipedia, MMORPGs

Languages: Fluent Cantonese, Conversational Mandarin

CLIENTS:

"Half the Sky" By Nicholas Kristof and Sheryl Wudunn (September 2009-Present)

- NGO coordination and outreach, public relations

SodaStream (September 2009-Present)

- Social media strategy and implementation on Twitter, Facebook and company blog
- Blog traffic grew 65% in one month after becoming account lead in May 2011

Center for Reproductive Rights (January-March 2010)

- Twitter strategy and implementation.

American Jewish World Service (April 2010-June 2010)

- Blog strategy and implementation

Other Notable Clients: TEDWomen, UNIFEM (United Nations Development Fund for Women), Farm Sanctuary, Paley Center for Media, ASPCA

HONORS & AWARDS:

Summa Cum Laude (2009)
Honors Program (2005-2009)
McGill Fellow - awarded to top 12 journalism students in college (2009)

RELEVANT COURSEWORK:

New Media Production
Digital Production
Graphic Communications
Writing for the Web
Layout/Copy Editing
Newspaper & Magazine Writing

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