

MEDIA PORTFOLIO



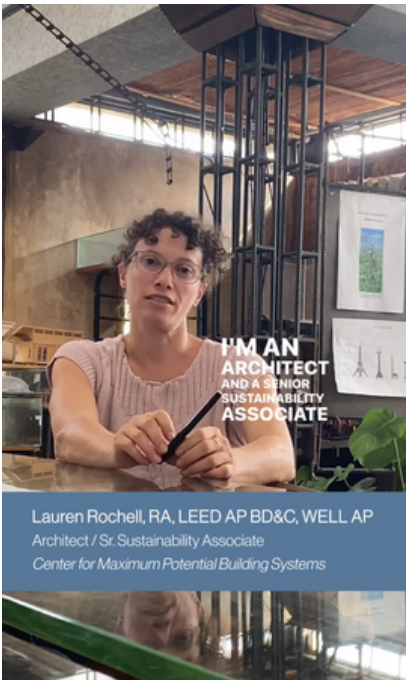
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VIDEO EDITING



- • [Why Sustainable Architecture?](#)
- • EarthShare Texas and Center for Maximum Potential Building Systems

This video was developed to spotlight a local green building architect, educating our audience about her approach to her craft and the importance of sustainability. I interviewed Lauren Rochell at the Center and edited the video using Adobe Premiere Pro software.

[Plant Collection Spotlight](#)

Lady Bird Johnson Wildflower Center

This video was created to celebrate botanist Minette Marr's retirement from the Wildflower Center and share her plant collection process with the community. I joined Minette on a day in the field and interviewed her in her office, working to highlight the importance of plant specimen archives.

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GRAPHIC DESIGN



- • Giving Tuesday Media Campaign Series, 2024
- • EarthShare Texas

This post series was structured for the lead-up to Giving Tuesday. I wanted to create a bright and straightforward visual language that spoke to the breadth of our mission's reach.

- Tote Bag Redesign, 2024 • •
- EarthShare Texas • •

I reimagined the original design of our tote bag to better represent the mutual dependency of our communities and the environment.



GRAPHIC DESIGN, CONT.



- • New EarthShare Texas Brochure, 2024
- • EarthShare Texas

When deciding on the trajectory for the new print brochure, I wanted to create a sleek, lush design that incorporated photos of beautiful Texas locales. This would be distributed to a variety of our members' headquarters and community spaces, so it needed to be eye-catching while still honoring readability conventions.

MARKETING CAMPAIGNS



- • 2025 Newsletter Lead Gen Facebook Campaign
- • EarthShare Texas

This group of assets was created in January 2025 as part of an effort to gain more newsletter subscribers beyond our usual Austin-Houston-Dallas metro demographic reaches. I specifically developed the ad copy and the campaign parameters to target regions of Texas that were less engaged in previous marketing campaigns, hoping to bring them into the fold of our network.