

Julia Bennett

832.857.3685 · bennettjulia9@gmail.com · juliabennett.online
Austin, TX

EDUCATION

The University of Texas at Austin

Graduated May 2023

Bachelor of Science, Radio-Television-Film | Interpersonal Communication
3.99 GPA – Dean's List (5x), Distinguished Scholar Designation

PROFESSIONAL EXPERIENCE

Zilker Botanical Garden Conservancy

June 2025 - Present

Marketing and Communications Specialist

- Design a broad variety of graphic assets for various community programs, events, fundraising campaigns, and onsite signage for the garden, including both printed material and digital material
- Incorporate marketing metrics and audience feedback methods into outreach and content design
- Devise media strategy and create engaging visual and textual content for Facebook/Instagram channels
- Update and improve the look, content, and format for the organization's website, designing new components to improve user experience and flow
- Create a monthly newsletter that combines programmatic, educational, and developmental elements to engage a subscriber list of 27K

EarthShare Texas

October 2023 - June 2025

Digital Media Specialist

- Created graphics and digital content, implemented media strategy for all social media channels (Facebook, Instagram, LinkedIn for two accounts within the organization)
- Continually maintained and improved the organization's website, blog, and event calendar via Wordpress
- Designed/supervised ads for ongoing paid campaigns via LinkedIn and Google; synthesized marketing campaign demographic data to aid in the organization's future decision-making
- Acted as marketing point of contact for member network of 30+ organizations and outside media companies, sharing organizational newsletters, member updates, and press releases with community

Lady Bird Johnson Wildflower Center

March 2024 - August 2024

Interim Digital Communications Coordinator

- Created and executed a robust social media strategy that synthesized promotional needs from a variety of departments with engaging stories, educational material, and event opportunities
 - Planned for and shot photo/video of key events for the organization to use for marketing and other external content uses, including ads, slide decks, and website pages
 - Created transition documents and SOPs to help train future Digital Communications Coordinators
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ACTIVITIES AND PROFESSIONAL SKILLS

Artistic Director, Bottle Alley Theatre Company

Curating/organizing/promoting events, managing directors, cast, and crew, and providing production support

Computer:

Adobe Creative Suite, Canva, Avid Media Composer, Ableton Live, Microsoft Suite, G Suite