

JULIA LIN

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EXPERIENCE

USC Prison Education Project – Student Director Sept. 2021 – Present

- Responsibilities: Manage a team of student leaders and community volunteers, organize virtual and in-person engagement events (ex: expungement clinics, narrative workshops), collaborate with faculty on annual incarcerated writers awards programming, manage social media platforms including newsletter, Instagram, and Facebook. Write social copy, design digital graphics and event flyers, engage with community inquiries and comments.
- Skills Developed: Digital native across platforms (including scheduling and newsletter programs), understanding of navigation of complex communication requirements with systems-impacted members (ex: mail systems, J-Pay, etc.).

SET Active – Jr. Creative Production Coordinator *(Previously: Brand Intern, Copywriting Intern, January – November 2022)* May 2022 – Feb. 2023

- Assist in developing strategy for brand messaging and storytelling, marketing initiatives, events/activations, product, and more.
- Conceptualize and style multiple campaigns including location scouting, wardrobe styling, model coordinating, on-set management and photoshoot direction. BTS photography portfolio available per request, photographed ~30% of images on Instagram grid, wrote captions and planned social media grid.
- Develop skills in trend forecasting, copywriting and social media strategizing.
- Served as direct assistant to CEO when executive assistant was on leave.

PBS Southern California/KCET – Digital Intern Fall 2021

- Researched and developed digital content to align with PBS initiatives, copyedited and built stories for website publication, sourced photography and imagery to support content, performed a social media audit and report for broader PBS digital initiatives.

Daily Trojan – Social Media Director Jan. 2020 – Aug. 2021

- Increased Instagram following by over 80% in first two semesters as director through conducting analytics reports, developing social media templates, and creating engaging content. Instituted image descriptions and alt text to increase accessibility.
- Directed a team of content creation staff and collaborate with editors, writers, and staff to shape the social media identity of the paper. Scheduled social media content on Facebook, Twitter, and Instagram (experienced with programs such as Buffer and Tweetdeck).

The Wall Street Journal – Noted. Magazine Adviser Summer 2020

- Met in sessions with staff and editors at The Wall Street Journal to workshop and discuss pitches and ideas for the magazine.
- Organized a round table with students at USC to discuss sexual health during the pandemic which was used for an article that was featured on the WSJ main website and Snapchat channel.

EDUCATION

University of Southern California Los Angeles, CA
Bachelor of Arts, Journalism; 3.96 GPA, Thematic Option Honors Writing Program Anticipated Graduation, May 2023

AWARDS, INVOLVEMENT, AND SKILLS

Awards and Other Experience – VOSAP Global Disability Advocacy Organization Research Intern, USC Wrigley Institute Environmental Communications Intern, Washington Journalism Education Association 2019 Award of Excellence, USC Spanish Community Service Award.

Club Affiliations – Asian American Journalists Association Member, Prison Education Project Co-Director, Environmental Student Association Member, **ACLU National Advocacy Institute**, **Previous Freelance clients: Gigi Robinson, Firefly Athletic Recovery, DAWANG.**

Skills - Proficient at computer programs including Adobe Suite (InDesign, Photoshop, etc.), and Canva. Hootsuite Platform Certification. Proficient in Spanish and beginning in American Sign Language. Freelance digital strategy consulting, PR article copywriting, newsletter publication and podcast production.