

Julia Kershner

EDUCATION

Clemson University | Clemson, SC
BS in Graphic Communications
Minor in Brand Communications
Summa Cum Laude, May 2021
Clemson Honors College

SKILLS

Adobe Creative Suite

Mainly Illustrator, Photoshop,
and InDesign

Brand Management and Marketing

Graphic Design

Social Media Management and Content Creation

Campaign Management

Digital Illustration

Product Photography

Print Production

WordPress

Microsoft Office

HONORS & AWARDS

Clemson University Faculty

Scholarship Award

Graphic Communications Academic

Achievement Award, 2017 - 2021

GCEA Gutenberg Web Design

1st Place, 2019

PICA Special Judges Award, 2019

Clemson University President's List

CONTACT

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WORK EXPERIENCE

Alpha Delta Pi Sorority Executive Office | Atlanta, GA

Assistant Director of Marketing and Design, January 2025 - present

Marketing and Design Specialist, December 2023 - January 2025

Marketing Coordinator, July 2021 - December 2023

- Complete graphic design and content creation projects for various departments' initiatives including but not limited to marketing campaigns, chapter expansion projects, social media, and email communications
 - Design and execute the branding and marketing of multiple virtual and in-person events through print and digital components such as Grand Conventions 2022 and 2024 and officer trainings with logos, swag, signage, printed materials, photography, and event design and execution
 - Manage the Alpha Delta Pi brand across all channels including internal and external communications, merchandise, and the website
 - Oversee ADPi's social media platforms with 50,000+ followers, increasing the follower count by over 10,000 in two years
 - Support marketing efforts of 151 chapters across the U.S. and Canada
- Internship Program Manager, November 2023 - present*
- Manage the Executive Office Summer Internship Program through the selection, organization, and leadership of six to eight collegiate interns
 - Plan programming with organizational onboarding, departmental work, event prep, networking field trips, and professional and personal development
 - Collaborated with major corporations in Atlanta, Alpha Delta Pi's board of directors, and all department managers and directors to provide the most immersive and beneficial experience for the cohort

Augusta Convention and Visitors Bureau | Augusta, GA

Marketing Intern, Summer 2020

- Collaborated with Public Relations, Web Design, UGC/PPC, and Graphic Design partners to launch the city's tourism rebrand, "Come See Augusta" while personally designing supplemental print and digital materials
- Wrote copy and photographed content for blog posts

Tigertown Graphics | Clemson, SC

Creative Intern, Spring 2020

- Designed a high volume of graphics with quick turnaround for social media, emails, and websites such as t-shirt designs, and product photography
- Managed social media accounts, project queues, and the file database for both Tigertown Graphics and Southern Fried Cotton

Strategic Marketing International | Charleston, SC

Graphic Design Intern, Summer 2019

- Sole designer responsible for all creative and visual work that their clients needed including PPC content creation, social media posts, and branding
- Highlights included digital and print promotional graphics, a company video, a product catalog, and Google remarketing ads for clients