

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

Digital Design

Social Media Management
and Content Creation

Product Photography

Print Production

Microsoft Office

WordPress

Project Management

Attention to Detail

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

Dennis and Joyce Kekas

Endowed Scholarship

CONTACT

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WORK EXPERIENCE

Alpha Delta Pi Sorority Executive Office | Atlanta, GA

Marketing Coordinator, July 2021-present

- Manage all ADPi's social media platforms with 50,000+ followers consisting of current members, alumnae, potential new members, and families
- Support marketing efforts of 155 chapters in the U.S. and Canada
- Complete miscellaneous graphic design needs for all departments such as logos, marketing campaigns, and one-off communications
- Designed and executed the branding of our 171st Grand Convention through multiple print and digital components

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 the website such as t-shirt designs, product photography, and web images
- 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, product and company photographs, a company video, a product catalog, and Google remarketing ads for clients

Clemson Football Recruiting Design | Clemson, SC

Creative Inquiry Team Member, Fall 2019-Spring 2021

- Worked with the Recruiting Department of Clemson's NCAA Top 10 football team to gain the #10 (2019), #3 (2020), and current #5 (2021) recruiting classes
- Designed, printed, and presented materials to be mailed and given to the next year's football recruits