

JULIA | GREIF

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Education

West Texas A&M University

B.A. in Mass Communication

Emphasis: Advertising and Public Relations/Broadcasting

Canyon, Texas

May 2013

M.A. in Communication

May 2015

Work History

Experience Mission

Community Relations Coordinator

- Manage all social media and marketing for the Africa side
- Lead outreach teams to Namibia, Mozambique, Lesotho, and South Africa
- Train leaders
- Manage website design and content

September 2017 - Present

Pretoria, South Africa

ESLi

Teacher

- Taught beginning, middle, and advanced English learners
- Taught writing classes
- Taught grammar classes
- Taught vocabulary classes

January - September 2017

Canyon, Texas

Texas Tech University Health Sciences Center

Lead Analyst

- Work with all departments in website analysis.
- Creative content for TTUHSC.
- Develop creative for newsletter
- Manage Social Media for TTUHSC- Amarillo

Nov. 2013 - January 2016

Amarillo, Texas

Interactive 360

Social Media Content Writer

- Worked with car dealership clients to promote and create content for them.
- Wrote content blogs for each of the clients
- Branding for each client along with background research

August 2013 - Nov. 2013

Amarillo, Texas

High Plains Food Bank*Assistant Communication Director - Intern*

May 2012 - August 2013

Amarillo, Texas

- Executed events
- Monitored and developed a digital strategy
- Helped implement the research project done every four years- The Hunger Study

Jump-N-Jive*Director of Marketing*

April 2012- April 2013

Amarillo, Texas

- Managed the social media pages.
- Developed and implemented a digital strategy.
- Worked with corporate sponsors for partnerships.

Amarillo Bulls Hockey*Sports Marketing Intern*

June 2011- March 2012

Amarillo, Texas

- Re-launched Twitter page.
- Developed a social media plan.
- Ticket Sales and design.

Activities and Honors

- National Broadcast Society at West Texas A&M (Member 2010 - 2012)
- American Advertising Federation (Member 2011-August 2013)
- Women's Soccer Team at West Texas A&M (Member 2010-2012) - LSC Champions (2012)
- Received 5th place in the National Student Advertising Competition with Buffalo Advertising (Presenter and Creative Team Member, 2012)
- Placed 8th in the National Student Advertising Competition with Buffalo Advertising (Content Manager, 2013)