





# JULIANE HUMPHRIES

## PROFESSIONAL WRITER

### CONTACT

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### EDUCATION

#### Bachelor of Arts

#### Baylor University

2020-2023

*Bachelor of Arts degree studying Professional Writing and Rhetoric*

#### Baylor Interdisciplinary Core

#### Baylor Honors College

2020-2023

Specialized study in the Baylor Honors College under the Baylor Interdisciplinary Core program

### REFERENCES

#### Dr. Sara Dye

*Professional Writing and Rhetoric Professor*

 Sara\_Dye@baylor.edu

#### Dr. Micheal-John DePalma

*Undergraduate Program Director for Professional Writing and Rhetoric*

 Michael-John\_DePalma@baylor.edu

### PROFILE

Baylor Honors College student studying Professional Writing and Rhetoric eager to apply previously developed skills within a professional setting. Has prior experience within marketing and communications, as well as content coordination, and project management.

Additional experience includes working within a fast paced environment with tight deadlines, leading a team in decision making, as well as managing multiple projects.

### WORK EXPERIENCE

#### Marketing and Communications Intern

Baylor University

January 2023 - December 2023

- Interview students, faculty, professionals, and alumni, and write feature stories to use for marketing purposes
- Identify, develop, and implement appropriate marketing strategies to engage prospective PWR majors and secondary majors
- Write and design content (flyers, brochures, videos, photos, graphic designs, web copy) that will be used to market the PWR major and secondary major
- Create marketing content and post at least once a week on PWR social media platform (Instagram) to increase awareness of PWR
- Generate new ideas for how to improve the social media sites and original content

#### Social Media Intern

Alliance Bank Central Texas

June 2023 - August 2023

- Assist with the design and execution of social media campaigns
- Create and distribute content such as infographics and videos on social media outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Perform social media marketing research
- Assist on influencer campaign strategy
- Respond to comments and DMs on social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Write social media captions that speak to the company's target audience
- Help create and edit short-form videos
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots
- Ensure brand message is consistent
- Create and maintain a library of stock messages, images and videos