

Julia Yeager

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EDUCATION

James Madison University, Harrisonburg, VA

Bachelor of Science: Media Arts and Design

Concentration: Interactive Design

Minor: General Business

Honors: Fall 2019, Fall 2021, Spring 2022

Awards: School of Media Arts and Design Alumni/Professional Advisory Council Scholarship,

Live Lead Learn: Tri Delta National Scholarship, 300Brand PRSSA Scholarship

Expected Graduation: May 2023

Cumulative GPA: 3.6

Major GPA: 3.7

Study Abroad: **iei Media**, Urbino Italy

Summer Semester 2022

EXPIERENCE

Bluestone Communications, Harrisonburg, VA

Nationally Affiliated Student-Run PR Firm at James Madison University

Aug. 2021-Present

Director of Bluestone Creative

May 2022-Present

- Supervise through quality assurance materials created team members and approve all client deliverables
- Ensure each creative team deliverable is produced on or before established deadlines
- Hold weekly meetings with the entire creative team members, including intern students, upon agreements of all team members and the firm director.
- Act as a liaison between 9 creative team members and other firm executive team members.

Bluestone Creative Coordinator

Jan. 2022- May 2022

- Collaborated with Creative Director in developing the designs and styles of flyers, letterhead, letters, newsletters, and social media posts for the firm
- Consistently check the progress of Creative Associates and Interns for their designated account

Creative Intern

Aug. 2021- Dec. 2021

- Assessed needs with 6 local clients to produce multimedia content for their public relations needs

The Bluestone, Harrisonburg VA

James Madison University's Yearbook

Aug. 2019-Present

Design Editor

Aug. 2021-Present

- Oversee a team of 12 designers and their spread designs
- Plan all design aspects of the book including theme, colors, fonts, and cover design
- Responsible for keeping the book cohesive throughout and accountable for making sure all work is submitted by the deadline

University Events, Harrisonburg VA

Oct. 2021-Present

Event/ Design Intern

- Collaborates with a University Event team member in the planning and implementation of a variety of events including commencement, presidential events, donor events, and other events on campus as needed
- Creates 10+ graphics, invitations, press-passes, etc. (anything media related) for events weekly

UNIVERISTY ACTIVITES

Tri Delta, Gamma Tau Chapter

Sept. 2019-Present

Vice President Community Relations

- Oversee 6 Director Positions: Director of DEI, Director of Philanthropy, Director of PR & Marketing, and Director of Social Events
- Serve on an Executive Team with 3 other Vice Presidents alongside our Collegiate Chapter President to serving 250+ members

PRSSA- Public Relations Student Society Association

SKILLS

Adobe Creative Cloud [Illustrator, Photoshop, InDesign, Xd], HTML & CSS Coding, Bootstrap, GitHub, P5js, Muck Rack, Microsoft Office, Google Workspace, Canva, Figma, UX Research, Prototyping, Ideation, Wireframing