

Julia Yeager

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<https://juliayeager.github.io/portfolio/index.html>

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

Skills

- | | | | |
|------------------------|--------------------|-------------------------|----------------------|
| • Adobe Creative Cloud | • P5js | • Adobe XD/ Figma | • Wireframing |
| • HTML & CSS | • Microsoft Office | • User Interface Design | • Project Management |
| • Bootstrap | • Google Workspace | • UX Research | • Muck Rack |
| • GitHub | • Canva | • Ideation/Prototyping | |

Experience

Institute for Education in International Media (iei Media), Urbino Project, Urbino Italy

Summer Session, 2022

Multimedia Journalist

- Created multimedia portfolio documenting the people and places of Urbino and the Marche Region of Italy
- Learned how to navigate as a professional media producer in a foreign culture by working with Italian translators/interpreters to craft ready-to-publish feature stories
- Mentored by an experienced staff, including a Pulitzer Prize-winning journalist and a team of professionals with experience as Washington Post photographers, magazine executive editors, and major television market videographers and reporters.

Bluestone Communications, Harrisonburg, VA

Creative Director

Aug. 2022-Present

- Responsible for all creative material produced for the firm all account-team clients
- Supervises, through quality assurance chain, all materials created by team members
- Ensures each creative team deliverable is produced on or before established deadlines
- Directs weekly meetings with the entire creative team members
- Acts 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, letterheads, letters, newsletters, and social media posts for the firm
- Consistently checked 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, James Madison University's Yearbook, Harrisonburg VA

Design Editor

Aug. 2019-Present

Aug. 2021-Present

- Oversees 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

Tri Delta, Gamma Tau Chapter

Sept. 2019-Present

Vice President Community Relations

- Oversees and directs 6 officer 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 and our Collegiate Chapter President to assist and lead 250+ members