

JULIE CLARK MCKINNEY

PROFILE

I am an energetic marketing, communications and events professional with a background in journalism. The writing, editing and design skills I honed as a journalist combined with a lifelong creativity make me an excellent developer and executor of marketing strategies that work.

EXPERIENCE

Communications and Events Specialist, University of Alabama at Birmingham; Birmingham, AL – October 2014-present

Built and manage community outreach program Discoveries in the Making, including event planning, marketing and training of speakers and writers and management of two interns; created and manage UAB Graduate School's social media accounts - @UABgradschool on Facebook, Twitter and Instagram; created and maintain UAB Graduate School blog, both with my own writing and through recruiting and mentoring student writers; design promotional resources such as brochures, flyers and infographics; plan and execute events including doctoral hooding ceremony, student mixers and socials, research competitions and award ceremonies.

Adjunct Instructor, University of Alabama at Birmingham; Birmingham, AL – August 2015-present
Developed and teach GRD 730 Developing and Managing Your Professional Image, a 3-hour credit course for graduate students and postdoctoral fellows that teaches them how to craft their professional image both in person and online.

Community Engagement Specialist, Alabama Media Group/AL.com; Birmingham, AL – April 2011-October 2014

Managed AL.com social media accounts and led social media teams for more than 35 brand accounts on Facebook, Twitter, Google+, Pinterest and Instagram; trained staff statewide on engagement and using social media; worked with volunteer bloggers on style and technical aspects of blogging on AL.com; encouraged user engagement in comments and forums on AL.com and the brand's social media accounts; organized and executed community events.

Page Designer/Copy Editor, Press-Register; Mobile, AL – May 2009-March 2011

Designed newspaper pages including section fronts and 1As; copy edited content from local reporters and wire for accuracy, clarity, AP style, grammar, spelling and length.

Managing Editor/Section Editor, The Auburn Plainsman; Auburn, AL – 2007-2008

Reporter, The Randolph Leader; Roanoke, AL – 2004-2006

EDUCATION

University of Florida; Gainesville, FL - Master of Arts, Mass Communication, May 2015

Auburn University; Auburn, AL - Bachelor of Arts, Journalism, August 2009

SKILLS

Hootsuite | Canvas | Joomla | Moveable Type | WordPress | Adobe Photoshop, InDesign and Premiere | creativity | adaptability | collaborative attitude | clear and powerful communication