

JULIE M. VILLANUEVA

JulieVillanueva.com | julie.villanueva88@gmail.com | 925.237.0628 | San Francisco Bay Area

EDUCATION

University of California, Berkeley
BA: English Literature

Graduation: December 2020

WORK EXPERIENCE

Lumentum Operations, LLC

San Jose, CA

Corporate Communications Intern

May — Dec 2020

- Led internal projects that educated employees on the importance of diversity, inclusion and belonging in the workplace
- Wrote 14+ news features on events and tech for the international newsletter, sent out to ~6,000 employees weekly
- Produced two video interview series that focused on employee perspectives and women leaders at Lumentum
- Contributed to a social media plan that launched Lumentum's first Instagram and Facebook and revamped its LinkedIn
- Edited 21 promotional videos and b-roll for both the internal and external media platforms
- Wrote and edited webpage copy

Goldman School of Public Policy

Berkeley, CA

Marketing and Communications Assistant

Feb 2019 — May 2020

- Produced public policy-related copy and designed graphics for content to post on Twitter, Facebook and Instagram
- Transcribed and promoted 13 episodes of Goldman School's official podcast, titled *Talk Policy to Me*
- Helped facilitate events and talks, as well as produce marketing materials for each upcoming affair
- Crafted monthly data reports on website, podcast, and social media performance via Google Analytics & Data Studio

The Daily Californian

Berkeley, CA

Social Media Editor

Jul 2019 — May 2020

- Posted breaking news and promoted articles on Twitter, Instagram and Facebook to a total audience of 80,000 users
- Contributed a style guide for effective social media posting and for future producers' use
- Supervised producers' content on social media pages, providing feedback and critique for future growth
- Boosted impressions and engagement by 25%, and grew followers up to 40% following new social media strategies

BCC Voice

Berkeley, CA

Writer

Aug — Dec 2018

- Collaborated with a team of 7 to run Berkeley City College's campus journal, a publication with an audience of ~7,000
- Published 3 investigative features detailing the issues, events and life surrounding the campus community
- Managed team's content on WordPress, clearing any grammatical errors and libel before publishing

TECHINICAL SKILLS

- **Creativity Tools:** Microsoft Office, Google Suite, Adobe CC (Photoshop, Premiere Pro, InDesign), Canva
- **Data Visualization:** Tableau, Google Data Studio, Google Data Analytics
- **Media Management Tools:** Buffer, Asana, Slack, Tweet Deck, Trint, Hootsuite, Meltwater, Sprout Social
- **Website & Blog:** HTML, WordPress, Squarespace, Medium
- **Ad Strategy:** Google AdWords, Facebook/Instagram Ads
- **Languages:** Fluent English, Intermediate French, Intermediate Spanish

VOLUNTEER EXPERIENCE

- **826 Valencia** (Children's Creative Writing Tutor, Nov '20-Present), **Poetry Flash** (Editorial Intern, Dec '18-Feb '19), **Mbira Zimbabwe** (Administrative Assistant, Aug-Oct '17)