

JULIA GENNA

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EDUCATION

UNIVERSITY OF GEORGIA | Morehead Honors College

AB Entertainment & Media Studies

Business Minor, New Media Certificate

Athens, GA

May 2025

PROFESSIONAL EXPERIENCE

UGA Housing

Social Media Ambassador

Athens, GA

August 2022 - PRESENT

- Curate 3-5 posts weekly for UGA Housing social media platforms
- Edit several informational photos & videos to be shared on social media
- Manage engagement and analytics on accounts online

Entertainment2AffectChange

Remote

Student Ambassador

June - August 2022

- Reviewed 10+ film submissions, created deliverables & materials
- Developed marketing and student outreach
- Connected with like-minded students across the country biweekly

MixtureNOW

Proofreader & Social Media Consultant

Sandy Springs, GA

July 2020 - July 2021

- Proofread and edited several graphics, press releases, and communication materials
- Identified media contacts and potential clients
- Crafted 6 PowerPoint presentations for clients

PROJECT & FILM EXPERIENCE

Backlight Film Festival

Selection Committee Member

Athens, GA

February-April 2023

- Analyzed and assessed quality of 65 films submitted
- Provided constructive feedback on filmmakers work for improvement

EVERNIGHT, Vagabond, Sender Unknown Short Film

Sound & Boom Operator

Athens, GA

November 2022

- Captured dialog from actors by operating boom microphone and maintaining audio
- Monitored audio levels for dialog heavy scenes

Stranded: Views from Quarantine

Virtual

Assistant Director

March - April 2020

- Organized several rehearsals between five actors
- Collaborated with several actors to provide constructive criticism and brainstorm ideas

CAMPUS & COMMUNITY INVOLVEMENT

Social Media Director & Writer, HerCampusUGA

August 2021 - PRESENT

- Oversee interaction and engagement by posting 5-7 graphics/videos for Instagram & TikTok
- Identify multiple trends in interactions online
- Write 2-4 articles per month regarding entertainment & college lifestyle

Student Translator, Climate Cardinals

June - September 2020

- Communicated with 8 students to translate 5 20+ page documents into Portuguese and sent to language leaders
- Researched 50+ climate-specific terms and revised final translations
- Distributed translated documents to language leaders in respective countries

SKILLS

Technology: Social media management in Instagram and TikTok, Proficiency in Microsoft Word & PowerPoint, intermediate graphic design in Canva, beginner HTML

Language: Fluent in English and Portuguese, Novice High knowledge of conversational and written Spanish

Additional: Videography, photography, Adobe Lightroom, beginner After Effects, iMovie

HONORS AND AWARDS

Arch Ready Professionalism Certificate

May 2022