JULIA HENNING

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EDUCATION

2025 - 2027 • University of Southern California, Annenberg School for Communication and Journalism
Candidate for Master of Arts in Public Relations and Advertising

2021 - 2025 • Northeastern University, College of Social Sciences and Humanities
Bachelor of Arts in Journalism and Political Science

- Awards: Northeastern University Huntington 100 Honoree (100 Most Influential Seniors), Dean's List (every term), Pi Sigma Alpha (National Political Science Honor Society)

EXPERIENCE

Aug. 2025 - present
USC Athletics - Sports Brands and Communications
Graduate Assistant

- Serve as the primary media contact and social media coordinator for USC men's and women's track and field and women's cross country
- Ideate, film, edit and produce multimedia content for an audience of 100k on IG and X
- Maintain team statistics, write press releases, nominate athletes for conference awards and coordinate with team of graphic designers and videographers on a weekly basis
- Coordinate with undergraduate communications interns and delegate daily tasks

May 2024 - Aug. 2025
University of California, Santa Barbara - Office of Athletic Communications
Athletic Communications Assistant (Jan. 2025-Aug. 2025)

- Wrote and distributed compelling game previews, recaps and press releases for men's volleyball, women's basketball, tennis and other spring sports as assigned
- Developed social media initiatives, including content for Black History Month and National Girls and Women in Sports Day, and live updates for Instagram Stories and X
- Assisted with the creation of a social media branding guide to align with department goals

Student Athletic Communications Assistant, co-op/full-time (May 2024-Dec. 2024)

- Served as the primary contact for men's and women's tennis providing game previews, recaps, weekly award announcements, schedule releases and social media updates
- Compiled and updated player bios, team statistics and record books across all 19 Division I intercollegiate athletics programs
- Managed press box setup, match statistics and media relations on game day

Dec. 2022 - May 2025
Northeastern University Office of External Communications and Social Media
Social Media Ambassador, Sports Lead

- Brainstormed and developed content to engage student body using social media
- Covered hockey season rink-side and conducted interviews for social media, including tournaments "Frozen Fenway" at Fenway Park and "Beanpot Tournament" at TD Garden
- Created and promoted campus events and giveaways using current social media trends

Sept. 2023 - Dec. 2023
Education for the Children Foundation - Jocotenango, Guatemala
Social Media and Communications Co-op, full-time

- Designed daily social media posts promoting foundation initiatives and service projects for K-9 school on TikTok, Instagram Stories, Facebook and X
- Filmed and edited video of students to keep website current and engage donors
- Wrote to donors and sponsors about school updates for promotion of fundraising efforts; interviewed guests for "Voices of Hope" podcast
- Scripted videos for event promotions in both English and Spanish

SKILLS

Proficient in Adobe Creative Cloud (Lightroom, Premiere Pro and InDesign) and Microsoft Suite • Advanced social media management skills for TikTok and Meta Business Suite • Knowledge of NCAA LiveStats and SIDEARM software • Spanish (professional working proficiency)