

Juliana Berkowitz

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EDUCATION AND HONORS

Boston University	<i>Boston, MA</i>
<i>Master of Science in Public Relations; GPA: 4.000/4.000</i>	<i>August 2023</i>
University of Connecticut	<i>Storrs, CT</i>
<i>Bachelor of Arts in Psychological Sciences & Communications, Summa Cum Laude</i>	<i>May 2022</i>

RELEVANT EXPERIENCE

VERDE, Remote	<i>May 2023-Present</i>
<i>Public Relations Coordinator – Freelancer</i>	
<ul style="list-style-type: none">Responsible for building and maintaining a brand ambassador database including nano-, micro-, and macro-influencers (secured macro-influencer for first promoted doctor profile feature)Conducting research (competitor analysis, trends, etc.), brand and influencer outreach strategy, and media pitching	
UP Public Relations, London, UK	<i>June 2023- August 2023</i>
<i>Beauty and Lifestyle Public Relations Intern</i>	
<ul style="list-style-type: none">Supported the PR team across their portfolio of beauty and lifestyle clients by scanning relevant coverage, pitching, compiling press mailings, and assisting with events and product launches	
PRLab, Boston University, Boston, MA	<i>January 2023-May 2023</i>
<i>Account Executive for VERDE</i>	
<ul style="list-style-type: none">Coordinated public relations efforts for medical-fashion apparel brand VERDE that included influencer outreach, social media strategy advisement, TikTok and Instagram content creation, and photoshoot direction for owned mediaSecured five total earned social media posts from one micro-influencer and one macro-influencerFacilitated the company’s first paid influencer partnership	
Boston University Faculty of Computing and Data Sciences (CDS), Boston, MA	<i>January 2023-May 2023</i>
<i>Communications Specialist</i>	
<ul style="list-style-type: none">Worked on a variety of communications projects that included content creation, blog writing, and social media management (resulted in a 42% increase in followers within three months)Developed outreach strategy which resulted in a successful pitch for a podcast appearance that increased recognition and thought leadership	

ADDITIONAL EXPERIENCE

Pine Grove Day Camp, Wall, NJ	<i>May 2021-August 2022</i>
<i>Division Leader</i>	
<ul style="list-style-type: none">Planned and executed a variety of creative and engaging events, including “Girl-B.O.S.S. Week” and “Kindness Campaign”Served as point of contact for customers and 115 campers; trained and coached a staff of 16 counselors (conducted performance evaluations, provided constructive feedback, and implemented strategies to improve team performance)	
Alpha Phi Fraternity, Storrs, CT	
<i>Vice President of New Member Education and Member Experience</i>	<i>November 2020 – December 2021</i>
<ul style="list-style-type: none">Identified goals/tasks and oversaw the activities of a department of six womenCoordinated events, such as axe throwing and group self-defense classes, to increase chapter morale and connectivity	

ADDITIONAL INFORMATION

Technical Skills: Proficient in Canva, Microsoft Office, WordPress, Muck Rack, Diary Directory

Organizations: PRLab, BU PRSSA, University of Connecticut Club Figure Skating Team

Interests: Sports, beauty, fashion, health & wellness, reading, traveling, public speaking