

JULIA HENNING

+1 (253) 448-1649 • jchennin@usc.edu • julia-henning.com

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 over 50k 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

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)

SKILLS

Proficient in Adobe Creative Cloud (Lightroom, Photoshop, 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)