

Julia Para

+1-630-880-4242 · juliam.para@comcast.net · www.juliampara.com
Chicago, IL USA

People-person with extensive experience working alongside others to get straight to the heart of a brand, increasing ROI and exceeding sales and marketing expectations. Achieved Masters of Business Administration from Loyola University Chicago Quinlan School of Business in May 2022.

PROFESSIONAL SKILLS

Microsoft Word	Google Docs	CMS/HTML	Cision	Sales & Marketing
Microsoft Excel	Google Sheets	Jira	Tessitura	Creative Ideation
Microsoft PowerPoint	Google Slides	Smartsheet	Team Leadership	Creative Problem Solving
Microsoft Teams	Google Calendar	Adobe Marketo	Communication	Project Management
Microsoft Outlook	Workamajig	Hootsuite	Operations Management	Brand Marketing

PROFESSIONAL EXPERIENCE

Project Coordinator at Esrock Partners Inc.

September 2022 - July 2024

Marketing agency servicing clients in the food industry located in Burr Ridge, IL

- Constructed over 100 project budgets based on historical data to provide detailed estimates to stakeholders
- Lead resource management to balance workload amongst 50 team members
- Directed trafficking process for 9 digital media advertisement campaigns to be delivered to online publications simultaneously
- Created workflow process for company's internal social media platforms to boost posting frequency by 65%

Publicity Administrator at The Chicago Symphony Orchestra

October 2021 - June 2022

Premier symphony and opera house located in Chicago, IL

- Crafted press releases to drive awareness of symphony events and performances
- Curated large scope of media coverage for internal and external team organization

Business Coordinator at Zeno Group Chicago

December 2020 - June 2021

Public relations agency servicing multi-million dollar clients located in Chicago, IL

- Re-structured the Invoicing Process for the Digital Marketing Team to increase efficiency of payments to clients by 75%
- Advanced workstream on key campaigns by presenting clients with social media influencers to market product promotions

Digital Marketing Associate at The World Music Foundation

January 2020 - May 2020

Non-profit organization promoting the value of World Music and World Music Instruments in Chicago, IL

- Created social media content to drive 200% increase in page likes and 500% increase in post reach (Facebook Analytics)
- Gained press coverage in music industry publications through pitching to increase public's awareness of non-profit by 75%

Publicity Intern at The Goodman Theatre

August 2019 - January 2020

Largest non-profit theater in Chicago, IL

- Lead media relations and gained coverage in Chicago Student Publications to raise attendance at theater productions by 50%
- Created Press Releases, Media Kits and Media Clippings to advance knowledge of theater campaigns internally and externally

Public Relations Intern at Kurman Communications, Inc.

February 2019 - August 2019

Public relations agency servicing clients in the restaurant industry located in Chicago, IL

- Created press releases and designed social media content for clients to increase customer engagement by 100%
 - Developed media lists to significantly expand scope of contacts from 75 to over 300
 - Trained new intern on all job functions for seamless role transition
-

EDUCATION

Loyola University Chicago, Quinlan School of Business

August 2020 - May 2022

- M.B.A., Masters of Business Administration
- 2022 Magna Cum Laude Graduate

Loyola University Chicago, School of Communication

August 2018 - May 2020

- Bachelor of Arts, Public Relations and Advertising
- 2020 Magna Cum Laude Graduate

Universidad Loyola

May 2020

- Studied International Public Relations in Seville, Spain
- Created marketing campaign for Twinings Tea
- Certificate of class completion obtained

University of London

June 2019

- Studied International Public Relations in London, England
- Created marketing campaign for Brompton Bicycles
- Certificate of class completion obtained

Hope College, School of Nursing

August 2016 - May 2018

- No degree obtained, transferred in 2018 to Loyola University Chicago
-