

JULIE GILKISON

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SOCIAL MEDIA AND COMMUNICATIONS SPECIALIST

Innovative, detail-focused communications professional with proven success in developing, delivering, and evaluating content, email, digital, print, and social media marketing campaigns. An accomplished writer and editor who creates original, compelling content for targeted audiences. Monitors social media campaign strategy effectiveness and recommends improvements. Manages internal marketing and community events, some national in scope with thousands of attendees. Bilingual: Fluent in English and Spanish.

Social Media Campaign Management | Event Management | Writing, Editing, & Proofreading | Content Creation
Print & Digital Media Management | Business Analysis | Interviewing | Photography & Graphic Design
Corporate Communication | Photo and Video Editing | Market Research | Adobe Suite

CAREER HIGHLIGHTS

The Restaurant at Meadowood, Marketing and Communications Coordinator:

- Working directly with Chef Christopher Kostow and team, created original content and managed daily production for Facebook, Twitter, Instagram, Google Business, review sites, and company website.
- Within one week of hire, built Pinterest / YouTube channels as well as initiated plans for a Spotify and podcast.
- Generated a podcast full-year plan, including budget, schedule, advertising, separate social media, equipment, studio, and guests.

Department of Homeland Security, External Affairs and Communications Specialist:

- Revamped entire Department website, updating all fact sheets and flyers, Spanish translations, and resources.
- Wrote and managed: Quarterly newsletter distributed to 10K stakeholders; Monthly internal newsletter distributed to 250 employees; Daily news rollup, featuring all news monitoring regarding chemical security, distributed to 500+ employees.
- Serving as Nitromethane Task Force sole Communications member, performed outreach to chemical facilities and customers, coordinated with chemical inspectors, visited sites nationally, wrote reports, created briefs and fact sheets, served as an event speaker, and published articles in sector-specific magazines / blogs.

PROFESSIONAL EXPERIENCE

External Affairs & Communications Specialist - Department of Homeland Security; Washington, D.C.

2016-2018, 2021 to present

Hired to overhaul the print / digital / social media and web resources for the Chemical Facility Anti-Terrorism Standards (CFATS) Program's internal and external communications, coordinated with subject matter experts to create internal / external communication products (fact sheets, blog posts, articles, brochures, posters). Planned three nationwide events that hosted several thousand attendees in the public and private sectors. Created graphics for Congressional hearings, wrote speeches for program leadership, and managed media inquiries.

- Worked with subject matter experts to create 25+ posters, fact sheets, flyers, and brochures for national distribution throughout the chemical facility community.
- Facilitated government program reauthorization through creating fact sheets and infographics for Senate Committee members on Homeland Security / Governmental Affairs and House Committee on Homeland Security for use during hearings.
- Selected as first Communications member to perform site visits, traveling to New Orleans and Houston to write internal reports / internal newsletter pieces.
- Coordinated with subject matter experts and chemists to continually update monthly statistics on the website and in fact sheets / newsletters.
- Supported program director through managing media inquiries and writing op-eds for national newspapers such as *Chicago Tribune* and *The Philadelphia Inquirer*.

- Serving on Chemical Sector Security Summit team, managed all digital / print content creation and social media for external stakeholders. Spearheaded DHS's Snapchat implementation, creating a filter for an event. Hosted first event in 2017 in Houston, with 1.5K+ session participants over three days, and second events in Oakland, Chicago, and Philadelphia, each with 500+ participants over two days.

Marketing and Communications Coordinator - The Restaurant at Meadowood; St. Helena, CA

Jan-Apr 2020

Created original content and oversaw daily production for all social media channels. Leveraged bi-weekly social and website analytics to recommend Marketing / Communications improvements. Coordinated weekly, monthly, and annual events through working closely with Event team. Managed editorial calendar for internal / external communications, interview requests, and media inquiries.

- Managed interview requests and media inquiries.
- Traveled off-site to photograph, interview subjects, and develop content for social media, monthly newsletter, and blog stories.
- Attended events to photograph and provide real-time updates for social media.
- Analyzed and provided feedback on current social media challenges and website analytics as well as developed a short-term and long-term plan for each channel.
- Worked with Event team to coordinate graphics, editing / proofreading, and social media.
- Coordinated with Communications and advertising partners to manage weekly / monthly / annual events.

Communications Specialist - Department of Transportation; Washington, D.C.

Dec 2015-Aug 2016

Working for the Office of the Undersecretary for Policy, wrote and edited correspondences for high-level political leaders regarding the Transportation Investment Generating Economic Recovery (TIGER) grant program, which provides communities with funding for infrastructure projects that improve transportation and local economies.

- Coordinated directly with high-level supporters (Congress members, governors, etc.) of 625 grant applications to request \$9.8B in infrastructure projects.
- Continually corresponded with Office of the Undersecretary to update policies, high-level supporters, and grant requestors. For example, supported Senator Marco Rubio in officially seeking grant support to renovate and update Hillsborough County, FL's transit system.
- Developed and maintained sophisticated tracking system.

Editorial Assistant - DC Magazine; Washington, D.C.

Jun-Dec 2015

Gathered / synthesized information through attending Washington D.C. metropolitan-area events and researching trends in luxury fashion, design, fine dining, and weddings. Interviewed subjects and wrote magazine articles.

- Interviewed internationally renowned designers, politicians, and artists for 25+ magazine stories.
- Managed daily, weekly, monthly and yearly print / digital editorial calendars and Facebook / Twitter planning.
- Worked directly with local and national brands such as David Yurman to create targeted custom content and storytelling campaigns.
- Attended fashion shows and bridal events to report on yearly bridal issue.
- Prepared monthly issues for print and digital publication through fact checking, proofreading, and editing 5-10 articles / week.

EDUCATION

Master of Professional Studies (MPS), Digital Media & Journalism, Georgetown University, Washington, D.C.

Bachelor of Arts (BA), Journalism, Spanish / Communications Studies Minors, University of Georgia, Athens, GA

VOLUNTEER EXPERIENCE

Adoption Screener, Walker - Napa County Animal Control, Napa, CA. 2019-2020

Adoption Screener, Event Planner - DC Lucky Dog; Washington, D.C. 2014-2018

Photographer, Website Administrator, Foster – Athens-Clarke County Humane Society; Athens, GA. 2009 - 2012