

# JULIANNA BUYS

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## EDUCATION

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**The University of Texas at Austin** May 2023  
*Master of Science, Marketing*

**The University of Texas at Austin** May 2022  
*Bachelor of Science, Corporate Communication*  
*Minor, Business Foundations*

**Ursuline Academy of Dallas** May 2018  
*High School*

## PROFESSIONAL EXPERIENCE

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**Federal Home Loan Bank of Dallas – Corporate Communication & Marketing Intern, Dallas, TX** May 2021 - August 2021

- Conducted customer interviews, composed ten press releases, compiled media kits and presentations for board
- Developed media pitches and assisted with outreach to local government officials on a daily basis
- Wrote scripts and storyboards for corporate videos and maintained Intranet content weekly
- Researched social media trends, built, and implemented several social media campaigns over three months
- Increased content interaction about product posts with 30+ infographics and other collateral

**Nokia Software – Content Creation & Social Media Intern, Austin, TX** May 2020 - August 2020

- Collaborated on a three-month prototype project for a new software leveraging the Design Think Process
- Illustrated webpages using SharePoint, steered specialized teams to revamp/create SharePoint pages
- Designed and executed daily social media content across all platforms and authored blog posts

**Shelly Slater Strategies/The Slate – Content Creator Intern, Dallas, TX** May 2019 - August 2019

- Formulated content for storytelling boot-camps put on by Shelly Slater Strategies for
- Aided in planning, executing, and coordinating weekly events hosted by The Slate
- Researched and compiled over 100 key business development targets to expand business
- Created three social media graphics per day and content for The Slate's Instagram and LinkedIn pages

## ACADEMIC PROJECTS

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**Digital Marketing Project – Client: Monkey Nest Coffee** January 2023 – May 2023

- Conceptualized a digital marketing campaign for a local business in Austin, TX, which included: creating campaign theme, goals, and objectives, updating the website, developing new social media content and a content calendar, email marketing, enticing ways to emphasize community, SEO/SEM plan, and KPI goals

**Marketing Intelligence Capstone – Client: 7-Eleven** January 2023 – April 2023

- Analyzed quantitative data and derived insights from IRI platform usage records, conducted interviews and gathered qualitative information from internal employees and external vendors, and developed a marketing strategy to increase adoption and usage of the platform based on research findings

## HONORS & LEADERSHIP

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**University Honors for the Dean's List** Spring 2019, Fall 2020, Fall 2021

**Gamma Beta Phi Honor Society**

**Pi Beta Phi Sorority**

## ADDITIONAL INFORMATION

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**Skills:** Excel, R Studio, SQL, Python, Google Analytics 4, SharePoint, Canva, Instagram, Facebook, Twitter, TikTok, & LinkedIn

**Work Eligibility:** Eligible to work in the United States with no restrictions