

# Julia C. Hada

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## EDUCATION

Master of Arts  
Graduate Certificate  
Bachelor of Arts

Education  
Women's Studies  
English-Writing

Heidelberg University  
Western Kentucky University  
Heidelberg University

## PROFESSIONAL EXPERIENCE

### Social Media Coordinator

April 2012 – Present

*Marketing, United States Fire Insurance Company, Akron, Ohio*

- Develop and execute B2C and B2B social media marketing strategies for the ASPCA Pet Health Insurance brand
- Manage the ASPCA Pet Health Insurance brand's social media presences including Facebook (130k fans), Twitter (2.3k followers), Pinterest (25k followers), Instagram (250 followers), Google+ (400 followers), YouTube (28 subscribers), LinkedIn (600 followers) and the brand's blog (2.7k monthly readers)
- Oversee online reputation and crisis management on social media and online review sites
- Generate blogger outreach and content-sharing opportunities
- Content management duties include photography, vendor research and editorial calendar development and execution
- Monitor and analyze competitor online activity
- Coordinate various projects, including the monthly customer newsletter

### Social Media Consultant

August 2012 – Present

*The Law Offices of Saia & Piatt, Inc., Cleveland, Ohio*

- Advise attorneys on advertising and engagement strategies for Facebook, Google+ and Twitter
- Write and edit copy for the firm's blog

### Publicity Coordinator

May 2009 – December 2013

*Hada for Council Campaign, Joseph Hada Jr., Painesville, Ohio*

- Designed, created and handled publication needs for all campaign literature
- Arranged photo shoots for publicity material and edited video content for online publication
- Created and administered campaign website and Facebook page

### Social Media Coordinator

July 2010 – March 2012

*Institutional Advancement/University Relations, Heidelberg University, Tiffin, Ohio*

- Managed social media presences and launched new ventures in accordance with the changing needs of the University and trends in social media
- Provided content for University Communications in the form of feature stories and supporting content, such as photo albums and videos
- Partnered with departments, organizations and academic programs to utilize interactive marketing strategies
- Educated the Heidelberg community on the various social media ventures undertaken by the University and how to best interact and utilize them
- Monitored brand messaging and facilitated discussions on the University's social media presences
- Developed a Social Media Policy and a crisis management plan utilizing traditional communication and social media

### Women's Leadership Initiative Director

January 2011 – March 2012

*Academic Affairs, Heidelberg University, Tiffin, Ohio*

- Appointed by Provost to oversee event coordination and manage group budget
- Developed recruitment, engagement and retention strategies
- Advised on- and off-campus outreach/advertising committee
- Planned, marketed and managed the 2012 Women's History Month Art Show, February Forums and Early Success Speaker series

### Assistant Sports Information Director

November 2008 – June 2010

*Sports and Wellness Department, SUNY-Plattsburgh, Plattsburgh, New York*

- Acted as liaison for media relations, publications, website design, game day and event management
- Developed and administered YouTube Channel, Facebook page and various team blogs for Plattsburgh State Athletics
- Managed media guide production, digital photography, statistical and historical research, event promotions, oversaw student-workers, website maintenance, publicity material content and design, and developed and oversaw online social media ventures
- Directly hired, managed and performed payroll duties for 50-100 student workers at a time
- Produced press releases, feature stories, and acted as main media contact for 11 NCAA Division III level athletic teams at the local and national news levels; assisted on six other sports

### **SPEAKING ENGAGEMENTS**

- Presented on "Engaging Volunteers Through Social Media" at the 10th Annual Forum for Volunteer Administrators Conference, Cleveland, Ohio – Fall 2015
- Guest lectured on "Understanding Social Influence and Mobile" for Designing to Sell: The Synergies of Effective Design and Sound Marketing Strategy class at The University of Akron, course instructed by Jeffrey Staats – Fall 2015
- Guest lectured on "Social Media Marketing" for Principles of Media Management class at Heidelberg University, course instructed by John Buccigross – Spring 2013
- Presented on "Women and Social Media" at McDonough Leadership Conference, Marietta College, Marietta, Ohio – Spring 2010

### **ORGANIZATIONS & HONORS**

- Oxford University Study Abroad Programme – Summer 2004
- Member of Alpha Lambda Delta and Phi Alpha Theta Honorary Societies

### **VOLUNTEER EXPERIENCE**

- Domestic Violence Project, Canton, Ohio – Childcare and event assistance
- Tridia Hospice, Canton, Ohio – Visited patients accompanied by my dog

### **ACQUIRED SKILLS**

- Experienced with Adobe Creative Suite
- Skilled in digital photography and HTML formatting