

# JULIO TOAINGA

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## EDUCATION

### Bachelor of Journalism and Mass Communications – May 2017

UNIVERSITY OF NEBRASKA-LINCOLN

- Major: Advertising and Public Relations

## SKILLS

### Fluent Languages

- Spanish
- English

### Proficiencies

- Slack
- Asana
- Basecamp
- Wunderlist
- Buffer
- HootSuite
- MS Office
- Adobe CS
- Photo
- Video

## GALLUP STRENGTHS

- Adaptable
- Empathetic
- Harmonic
- Includer
- Arranger

## PERSONAL SKILLS

- Creative
- Comic
- Communicative
- Organized
- On-the-go!
- Outgoing
- Problem Solver

## REFERENCES

- Available on request

## EXPERIENCE

### Social Media Strategist Intern – Dec. 2016 to May 2017

FOUNDATION FOR LPS – Lincoln, NE

- Create and schedule copy using Buffer for Facebook & Twitter pages and website
- Maintain ongoing social media analytics report to share with marketing department
- Launch new summer program, SPARK, Facebook page by posting three times a week
- Build monthly LPS alumni newsletters to build awareness and get donations for future projects

### Chief Operating Officer – Aug. 2016 to Dec. 2016

JACHT, ADVERTISING STUDENT-RUN AGENCY – Lincoln, NE

- Facilitate and lead internal and external meetings with account executives aid
- Oversee confidential work, deadlines, timesheets and billing operations of over 13 clients
- Identify opportunities for agency to advance its current and potential talent recruitment program
- Deliver internal weekly status reports to evaluate project scopes and teamwork to 35 employees

### Project Manager – May 2016 to Aug. 2016

JACHT, ADVERTISING STUDENT-RUN AGENCY – Lincoln, NE

- Write and reviews proposals of work for over nine clients.
- Responsible for the overall functions of award-winning student-run agency at UNL
- Establish timelines and project traffic while meeting client and agency deadline expectations
- Communicate strategy concepts to creatives, planners and marketing specialist to clients with collaboration of specific project team members

### Social Media Intern – May 2016 to Dec. 2016

NET NEBRASKA – Lincoln, NE

- Create, schedule and localize post from PBS and NPR using Hootsuite
- Report weekly social media reports and goals to marketing team members
- Maintain a calendar of relevant dates for social media and marketing opportunities
- Monitor and research trending topics for post opportunities and Google Ad creation

### Videographer – Dec. 2015 to May 2016

SNAPPLE – Lincoln, NE

- Coordinate planning and filming of three TV commercials
- Serve in National Student Advertising 2016 Competition
- Place second in the District NSAC competition against 7 other universities
- Receive two Silver ADDYS in the Television and Consumer Campaign category

### Communications Intern – Sept. 2015 to April 2016

UNL CAREER SERVICES – Lincoln, NE

- Assist coordinate fall and spring UNL Career Fair
- Rebrand Career Services traditional and digital office materials
- Run Facebook and Twitter pages by creating and posting daily content with Hootsuite