

Julianna DiVicino

Auburn, AL

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CAREER OBJECTIVE

Aspiring public relations professional with a passion for strategic communication and creative problem-solving. Seeking opportunities to apply academic knowledge and hands-on experience to strengthen skills in event planning, media relations, and marketing, while building a foundation for a meaningful career in public relations and marketing communications.

SKILLS

- Microsoft Suite
- Adobe Creative Cloud
- Sprout Social
- Customer Relationship Management
- Social Media Marketing
- Graphic and Digital Design

EXPERIENCE

University Partners – 319 Bragg, Auburn, AL — *Assistant Community Manager*

August 2022 - PRESENT

- Leads marketing efforts, including creating promotional materials and managing social media accounts
- Manages a team of four leasing consultants by delegating strategic goals and tasks.
- Responsible for growing our social media activity and increasing our Instagram follower count by over 500 since my start date, and have contributed to over 50% of new leases each year.
- Facilitates the management of 305 resident relations by addressing concerns, resolving issues, and fostering a positive living environment.

Foshee Residential, Montgomery, AL — *Marketing Intern*

May 2025 - August 2025

- Contributed daily to marketing efforts such as social media content idea generation, media scheduling, creating and refining communication via emails and press releases, and designing visual content for various social media platforms.

EDUCATION

Auburn University, Auburn, AL — *Current University Enrollment*

August 2022 - PRESENT

Anticipated Graduation Date: May 2026

Major: Public Relations

Minor: Marketing

Current GPA: 3.8