

# JULIA H. ROBINSON

1 LONG TIMBERS LANE HOUSTON, TX 77024  
JHR288@GMAIL.COM  
713 206 2246

## EDUCATION

**The University of Texas at Austin, May 2010**

Bachelor of Science, Advertising

Texas Creative | Business Foundations GPA: 3.7

### Scholastic Recognition

University Honors

College of Communication Honor Roll, 2006-2009

College Scholar, Spring 2008

## WORK EXPERIENCE

**MouseTrapCreative, Chief Marketing Officer, Austin, TX, 8/09-Present**

Founder and partner of student creative agency with clients including Zales, Golfsmith, and Gottesman Residential Leasing. In charge of branding and strategy which includes managing new business development, creating presentations, and maintaining the presence of MouseTrap on the Internet.

**Laird + Partners, Traffic / Head Summer Intern, NYC, 6/09-8/09**

Worked with Account Management, Production, and Design departments to channel global ad campaigns for Tory Burch, Gap, and COTY fragrance brands into the final stages of production. Strategized a new lifestyle hotel concept for Hilton's new boutique hotel chain. Coordinated a master calendar of events and availabilities for interns.

**Condé Nast Publications - Glamour Magazine, Special Events Summer Intern, NYC, 6/08-8/08**

Assisted with multiple Summer & Fall '08 events including The Women of the Year Awards by participating in venue selection, walk-throughs, and PR meetings. Developed and maintained a database of 15,000 names of those invited to Glamour events.

**Austin Monthly Magazine, Advertising Sales Intern, Austin, TX, 10/07-5/08**

Recruited new vendors in Austin to advertise in monthly issues of the magazine as well as planning Austin Monthly sponsored bimonthly events.

**Houston Advertising Federation Student Conference, Competitor, Houston, TX, 11/07**

Created an Integrated Marketing Strategy for Hewlett Packard to promote the education of young female engineers at the offices of KTMD Telemundo TV station.

**Enviromedia Social Marketing, Creative Services Summer Intern, Austin, TX, 6/07-8/07**

Selected and designed promotional items for the "Don't Mess with Texas," Lower Colorado River Authority, and Water IQ ad campaigns. Strategized new "Litter Force" campaign geared towards children's litter prevention in creative meetings and implemented a new archiving system for all Enviromedia campaigns.

## SKILLS

Adobe CS3: InDesign, Illustrator, Photoshop, Bridge

Microsoft Office

Spanish speaking abilities

Leadership experience, teamwork, and public speaking abilities

Experience in photography, jewelry design, and fashion drawing

## MEMBERSHIP

Phi Kappa Phi Honor Society, 1/09-Present

Texas Advertising Group, 1/07-Present

Kappa Kappa Gamma Sorority, 9/06-Present

Phi Eta Sigma and Alpha Lambda Delta Honor Societies, 1/07-Present

Gamma Beta Phi Honor Society, 1/07-Present

Zavala After School Program, 8/09-Present