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Juliana L. Allen

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EDUCATION

University of North Carolina at Chapel Hill
School of Journalism and Mass Communication
B.A. expected May 2004; public relations sequence

Study abroad: Lorenzo de Medici; Florence, Italy; fall 2002

RELATED WORK

Intern, Regan Communications Group, Boston, Mass. (May 2003-August 2003)

- Wrote press releases, media advisories, photo captions, an invitation and pitch letter for various clients including Legal Sea Foods, Houston's Restaurant Group, Newbury Comics, Mix 98-5, Boston Cannons (Major League Lacrosse), U.S.S. Constitution, Olives Group, Hampshire House, Cheers, Sam's Café at Cheers and 75 Chestnut
- Composed and distributed pitch letter offering Legal Sea Foods CEO Roger Berkowitz as possible guest to major television network morning shows including *Good Morning America*, *The Today Show*, *The Early Show* and *Regis and Kelly*
- Attended and assisted at promotional events, media interviews and photo opportunities for clients
- Developed media kit for Houston's Restaurant Group
- Facilitated media and took photographs at Boston Cannons game on August 8, 2003
- Wrote invitation for reception at Olives Restaurant honoring the 67th Change of Command of the U.S.S. Constitution; invitation received by 80 of Boston's most notable citizens
- Conducted media follow-up calls and performed in-depth Internet research
- Compiled and maintained client and media databases

Intern, Communities in Schools of Orange County (CISOC) (fall 2003)

- Wrote and distributed news releases, fact sheet and PSA
- Developed personal relationship with media contacts; created and maintained media contact database
- Contacted other area non-profit organizations to spur interest in developing partnership with CISOC to help children in the community

Team Captain, Relay for Life, The American Cancer Society (spring 2002)

- Organized and led fundraising activities; raised \$1,800, which surpassed goal by \$700
- Utilized face-to-face communication skills by soliciting sponsorship door to door and to automobile drivers at local populated intersections and shopping centers
- Composed and distributed 40 pitch letters to potential donors
- Planned and led periodic team meetings; roughly one every two weeks

OTHER EXPERIENCE

Research Assistant, UNC-CH Department of Cell and Molecular Physiology, Dr. P. K. Lund (January 2002-May 2002, January 2003-present)

- Conducted informational Internet searches through PubMed and other scholastic databases
- Filed and archived articles through EndNote
- Built custom database to document research manuscripts
- Designed multiple PowerPoint presentations for physiology graduate courses

ACTIVITIES

UNC Dance Marathon: Dancer (2001); Volunteer (2002); Media representative (2003)
Carolina House (assisted living home) (spring 2001-spring 2003)
American Cancer Society's Relay for Life; Team Captain (spring 2002)
Modernextensions Dance Company (fall 2000-present)
Sigma Sigma Sigma Sorority (fall 2000-present)
Team Captain; Intramural Volleyball (fall 2001)
Public Relations Student Society of America, member (spring 2002- present)
UNC mentor program (fall 2003-spring 2004)

SKILLS

Microsoft Word, Excel, PowerPoint; PubMed; EndNote; Quark CopyDesk; Quark XP; Dreamweaver
Shoot, develop and print 35mm black and white film