Julie A Cajigas

WORK EXPERIENCE

Inspired Copy & Communications

Owner | Freelance Writer & Public Relations Specialist

Copley, OH - July 2008 - current

- Write feature articles, ghostwritten articles and sections for multiple publications
- Write marketing and public relations copy for clients nationwide
- · Provide social media, social networking, public relations and media relations consulting services
- Implement and manage e-marketing solutions for multiple clients
- Successfully run a small business and manage client relations

Cleveland State University Marketing

Cleveland, OH - 2003-2006, 2010

Marketing Assistant, Writer-Editor, Graduate Assistant

- Wrote Addy-Award-Winning Copy for Cleveland State University's Engage Wall
- Wrote more than 40 press releases for Cleveland State University
- · Contributed copy to Perspective Magazine, the alumni magazine of Cleveland State University
- Contributed copy to On Campus, Cleveland State University's faculty/staff publication
- Fielded media calls and assisted in locating expert spokespersons for specialized topics

Proforma

Cleveland, OH - May 2007 - July 2008

Manager of Public Relations

- · Managed public relations for corporate and 650 franchised businesses throughout North America
- · Published editorials and feature stories in multiple leading industry publications
- Served as editor of monthly company newsletter
- · Wrote, edited and coded a weekly electronic newsletter
- Handled all media opportunities, press release opportunities, rankings and award nominations
- · Created marketing campaigns for diverse clients nationwide

DecisionPoint Marketing & Research

Fairlawn, OH – Spring 2007

Senior Project Manager

- · Successfully coordinated and recruited focus groups for national clients
- · Designed company brochure and other marketing materials
- · Created, designed and planned promotional efforts for a marketing weblog
- Successfully managed recruitment staff of over ten employees on multiple projects

Whelan Communications

Cleveland, OH – Winter 2006

Public Relations Intern

- Coordinated Cleveland Innerbelt Plan Public Meeting for ODOT
- Coordinated Urban Core Advisory Committee Meeting on the Cleveland Innerbelt Project
- Wrote and edited marketing copy and press releases
- Monitored and cataloged media for ODOT, Euclid Corridor and The McGregor Foundation

The Cleveland Museum of Natural History

Cleveland, OH - Summer 2006

Marketing and Development Intern

The Cleveland Foundation Internship Program

- Created and produced a 12-minute DVD presentation to market the Museum to donors
- Drafted press releases and public service announcements
- Wrote a \$10,000 sponsorship grant for a photography exhibit
- Assisted in coordination of the 2006 Donor Appreciation Dinner with 300 high-level donors

Phone

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143 Weatherstone Ct.

Copley, Ohio 44321

F-mai

Home

julie@inspiredfreelancer.com

EDUCATION

Cleveland State University

December 2006

- Bachelor of Arts in Communication and Bachelor of Music in Music Education, cum laude
- Master of Applied Communication Theory & Methodology, graduation date, August 2011

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TEACHING EXPERIENCE

Cleveland State University, School of Communication

Graduate Teaching Assistant

COM 101 Introduction to Communication

COM 221 Introduction to Film

Cleveland, OH - Fall 2009, Fall 2010

- Taught small group sessions for COM 101 students, designed and executed small group activities
- Prepared and delivered a lecture on News Media
- Prepared quizzes, activities and test questions for COM 221
- · Assisted students outside of class during office hours and in additional private tutoring sessions
- Graded journal assignments, papers and other assignments in both courses
- Led brief discussions in COM 221 about films viewed in class

Cleveland State University Chorus & Chorale

Cleveland, OH - 2009-2011

Sectional Leader

- Led sectionals for the University Chorus and Chorale
- · Created lesson plans for sectional rehearsals including warm-ups and rehearsal plans
- Led an intonation workshop with the Alto section in the University Chorale
- Worked one-on-one with four students from the University Chorus on vocal technique

Lakewood School System

Cleveland, OH - Fall 2006

Student Teacher

- Led rehearsals for the three high school vocal ensembles
- · Conducted one piece in the women's ensemble for the winter concert at Lakewood High School
- Taught AP Theory classes at Lakewood High School
- Planned and executed more than 20 lessons at Roosevelt Elementary School, Grades K 5

Cleveland State University Arts & Sciences Advising

Cleveland, OH - 2001-2003

Peer Advisor

- · Met with students to review their General Education Requirements and to plan for graduation
- Assisted students with College and University petitions
- · Managed the clerical work and filing associated with the petition process
- Fielded calls from students and took walk-in appointments prior to each semester

AWARDS AND HONORS

2011 Awarded graduate assistantship at Cleveland State University

2006 Inducted into Kappa Delta Omicron Leadership Honors Society

2006 Nomination, Top Student Leadership Award at Cleveland State - Peggy Kirschner Award

2005 Freelance article published, The Cleveland Plain Dealer

2004-06 Cleveland State University Student Ambassadors, Exceptional Service Award

1999 Presidential Scholarship Award, Cleveland State University

COMPUTER SKILLS

Proficient in PC/Windows platform, Macintosh platform, SPSS, Microsoft Office, including Word, Excel, Powerpoint and Outlook, Adobe Creative Suite including InDesign, Photoshop and Acrobat Reader, Lotus Notes, Peoplesoft, Internet Explorer, Firefox and Safari

ACTIVITIES AND INTERESTS

!	ACTIVITIES AND INTERESTS	
	2003-2011	Cleveland Orchestra Chorus Member, Participated in 2005 European Tour & 2009 Carnegie Hall Tour.
ŀ	2001-2011	Freelance musician for weddings and special events
	2004-2006	Member and business manager of "Dolce Duet," wedding/event ensemble
i	2001-2006	Cleveland State University Chorale and Orchestra Member
	1999-2001	Sunshine Summer Theatre, Director, Producer and Music Director
	1997-2005	Sandstone Summer Theatre, Actress in four musicals with three lead roles
i	1996-2005	Orchestral Pit Musician, performed in more than ten musicals

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julie@inspiredfreelancer.com | 1996-2005

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ACADEMIC PUBLICATIONS

Invited Book Chapter

Neuendorf, K.A., Skalski, P., & Cajigas, J. (in preparation). Resource 1: CATA--Computer Aided Text Analysis. In Kimberly A. Neuendorf (author), The content analysis guidebook (2nd edition). Thousand Oaks, CA: Sage Publications.

Invited Encyclopedia Entry

Skalski, P. & Cajigas, J. (in press). Stalking. In G. Barnett (Ed.), Encyclopedia of Social Networking. Sage Publications.

PUBLICATIONS IN TRADE JOURNALS

Social Media

Cajigas, Julie A. (2009). Feeling Twitterpated? Get the Lowdown On Twitter. *Promotional Products Business magazine*.

Cajigas, Julie A., (2009). Stitches State of the Industry 2009, Social Media (published and recorded as an mp3). Stitches Magazine.

Cajigas, Julie A., (2008). Required Viewing: Gary Vaynerchuk's "Ego Searching or Caring?". Inspiredfreelancer.com (blog). December 6, 2008.

Public Relations and Business Practices

Cajigas, Julie A. (2009). Harnessing the Power of PR: Prepare Your Business for Media Opportunities. Corporate Logo Magazine.

Cajigas, Julie A. (2009). Becoming Your Client's Eco Expert: All You Need to Know About Promoting Green. *Corporate Logo Magazine*.

Cajigas, Julie A., (2009). It's Time for Change: How Promotional Products Needs are Changing in Five Top Markets. Advantages Magazine.

Cajigas, Julie A., (2009). Tween Time. Advantages Magazine.

Cajigas, Julie A., (2009). Cultural Celebrations: Promoting Ethnic Celebrations Year-round. Advantages Magazine.

Cajigas, Julie A. (2008). Brand Builders. Wearables Magazine, Oct. 2008.

Cajigas, Julie A. (2008). Great Promos for Doctors: Promotional 911. Corporate Logo Magazine, April 2008.

Cajigas, Julie A. (2008). Keep Clients Happy by Collecting Feedback. *Corporate Logo Magazine*, *March* 2008.

Cajigas, Julie A. (2008). All in the Family: A Wearables Distributor Success Stories. Wearables Magazine, Feb. 2008.

Promotional Fashion

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, Nov. 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, Oct. 2009.

Cajigas, Julie A. (2009). Cover Story: A Passion for Fashion. Wearables Magazine, October 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, Sept. 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, Aug. 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, July 2009.

Cajigas, Julie A. (2009). Find the Decorator of your Dreams. Wearables Magazine, June 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, May 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, April 2009.

Cajigas, Julie A. (2009). Cover Story: Hugging the Curves: A Map to Women's Wear Challenges. Wearables Magazine, March 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, March 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, Feb. 2009.

Cajigas, Julie A., (2009). Apparel Hot Sheet (multi-feature section). Counselor Magazine, Jan. 2009.

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