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# JULIA ROSE SEITZ

[LinkedIn](#)  
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**Motivated leader and storyteller with experience growing digital platforms by 5K+ followers, producing content with 1M+ views, and supporting live TV for 20K+ viewers, consistently delivering excellence across diverse projects.**

## EXPERIENCE

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### WSYR News Channel 9

Syracuse, NY

*Bridge Street Morning Show Intern*

September 2025 – Present

- Serve as primary point of contact for 2 of 4 candidates and managing all guest coordination, timing, and on-set logistics under live broadcast conditions for 2025 Syracuse mayoral debate.
- Lead live guest coordination across daily 8-segment morning broadcasts, managing 8–20 guests per show across studio floor, control room, and production offices while maintaining strict adherence to producer timelines.
- Clip broadcast footage and publish weekly web stories, producing digital coverage immediately following live segments.

### Syracuse University Student Experience Division

Syracuse, NY

*Graduate Assistant*

August 2025 – Present

- Manage editorial production for *The Peel*, overseeing 5 articles per biweekly edition, writing one feature, approving intern pitches and design assets, executing AP-style copy edits, and aligning timelines with university standards.
- Spearheaded launch and growth of the division's Instagram, producing 3+ weekly posts and managing 30+ concurrent content projects while scaling the account to 1,300+ followers, with top-performing video reaching 30K+ views.
- Produce and host on-camera Instagram content at campus events, scripting segments, developing shot lists, interviewing students, and collaborating with campus partners to deliver timely short-form coverage.

### Madison Square Garden Entertainment Corp.

New York, New York

*Enterprise Marketing and Marketing Strategy Student Associate*

October 2024 – April 2025

- Authored features for Rockettes' blog, *The Kickline*, engaging 50K+ subscribers, and performed weekly website audits.
- Researched and developed narrative strategy for the Rockettes' 100th Anniversary, integrating archival content, NYC brand partnerships, and on-site analysis of major entertainment programming into executive-facing campaign presentations.
- Produced biweekly strategic research decks and LinkedIn content highlighting cultural events, social impact initiatives, and DEI efforts to strengthen corporate positioning and reputation.

### Farmingdale State College Marketing and Communications Office

Farmingdale, NY

*Marketing Intern - Digital Student Storyteller*

August 2023 - November 2024

- Revamped FSC Instagram content, boosting engagement by 46% in first 90 days and adding 5,000+ followers overall.
- Reported on 10+ events/week, creating video, press releases, and digital features for 75K+ followers across platforms.
- Produced reels with 1M+ total views, averaging 16K+ per video and peaking at 100K+.

## EDUCATION

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### S.I. Newhouse School of Public Communications, Syracuse University

Syracuse, NY

*Master of Science in Television, Radio, and Film*

May 2026

### SUNY Farmingdale State College (FSC)

Farmingdale, NY

*Bachelor of Professional Communications, Minor in Business Management; 3.98 GPA*

December 2024

### SUNY Brockport

North Island, New Zealand

*Study of New Zealand Culture & Leisure; focus in Marketing and Consumer Behavior*

January 2024

## LEADERSHIP ACTIVITIES

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- **Newhouse Master's Association, President:** Direct full-cycle programming operations for 200+ graduate students.
  - **FSC Women in Business Club, Vice President:** Ideated and executed 15+ club activations, engaging 70+ members.
  - **FSC Writing Center (WC), Bilingual Lead Peer Tutor:** Directed 15+ tutoring sessions and event spokesperson.

## AWARDS

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- **SUNY Chancellor's Award for Student Excellence** (top SUNY honor).
  - **FSC Student Academic Excellence:** Highest academic distinction awarded to top two students in major/minor program.
  - **Other:** 2024 Diversity, Equity, and Inclusion Excellence Award; 2024 Phenomenal Women Award.

## SKILLS & INTERESTS

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**Skills:** Bilingual (Spanish, fluent), client-facing communication, digital/on-camera storytelling, technical writing.

**Software:** Adobe Creative Suite, CapCut, WordPress, Sprout, Airtable, Canva, Microsoft Office, Google Suite, Xpression

**Interests:** Cycling (Instructing), Saturday Night Live, *The New York Times* Games, Travel, and 2000s pop culture.