

Featured Alumna: Julia Gsell, Class of 2014



Julia Gsell's '14 career has been shaped by a strong foundation in communication, adaptability, and global perspective—values that started at Duchesne and carried through each chapter of her journey. Unsure of her future path when she began college at Washington and Lee University, she chose journalism, knowing it would equip her with versatile skills like writing and interviewing. She originally aimed to be a news producer, but after interning and speaking with professionals in the field, she realized the demands of small-town news life weren't the right fit.

Drawn to the fast-paced, team-oriented energy of production, Julia pivoted to **event marketing**, taking an internship in Washington D.C. That experience led her to **New York City**, where she landed a position in advertising with J. Walter Thompson, eventually working on the global Rolex account. From there, she climbed the ranks in client services before moving to **Amazon**, where she now focuses on **influencer marketing strategy**—a dynamic space involving financial incentives, content partnerships, and events that drive consumer engagement.

Julia's Amazon team later restructured to become a global group, opening the door for her relocation to **London**—a dream sparked years earlier when she completed a college internship abroad. Each day looks different in her current role, but strong communication and analytical writing remain at the core. At Amazon, ideas are shared not through slides but through carefully crafted written documents, a practice that Julia's journalism background prepared her well.

While her career has taken her far from Houston, Julia still carries with her a deep appreciation for Sacred Heart traditions. She fondly remembers **Gôuter**, the beloved French snack break, and enjoys surprising her international colleagues with its meaning and origin. Just as meaningful, she says, is the expansive **network of Sacred Heart schools**. Having attended both the Rosary and Duchesne, Julia values the global community and lifelong friendships that came from her Sacred Heart education.