



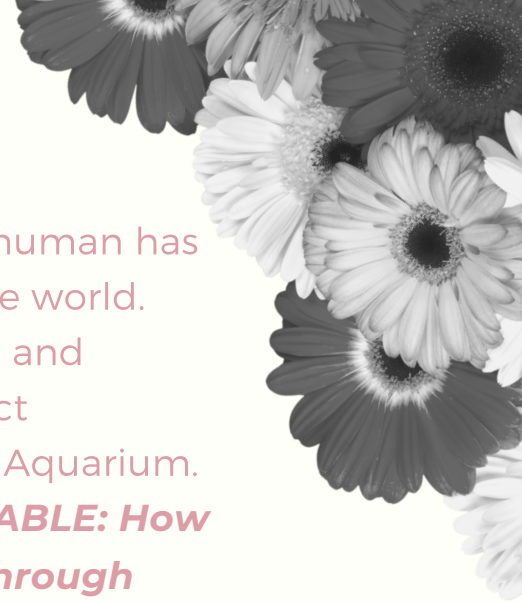
JULIA RUGGIERO

Press Kit



BIO

Julia Ruggiero believes that every single human has something life-changing to share with the world. Ruggiero is a writer, professional speaker, and currently working as the Marketing Project Coordinator at the Pittsburgh Zoo & PPG Aquarium. She recently published her book, ***VulnerABLE: How to Notice the Power of Vulnerability Through Lettuce, Laundry, and Love*** with New Degree Press. In May 2019, she graduated from John Carroll University with a major in Communications and a concentration in Integrated Marketing, minoring in Leadership Development. Upon graduating from Oakland Catholic High School in 2015, Julia started her first business, Campus Oils with a mission to spread the word about self-care and mental health awareness to all ages, especially students, around the world by teaching about the benefits of essential oils. Before college graduation, Julia started the VulnerABLE Movement, published her first book, and spoke (and continues speaking) about a variety of topics such as shame, fear, jealousy, relationships, mental health, and more.



Dare to be VulnerABLE

Julia Pugniere

“I HIRED JULIA TO HELP ORGANIZE AN EVENT TO INSPIRE 100+ HIGH SCHOOL STUDENTS TO DARE TO DREAM BIG. JULIA BLEW ME AWAY WITH HER WILLINGNESS TO BE VULNERABLE IN FRONT OF THIS GROUP, AND WITH HER ABILITY TO ENGAGE OVER 100 HIGH SCHOOL FEMALE STUDENTS WITH HER STORYTELLING. JULIA DOES HER HOMEWORK AND CREATES A POWERFUL EXPERIENCE WHEN SHE GETS IN FRONT OF AN AUDIENCE.”

— DOAN WINKEL





As Seen In

Medium



 **sweetie high**



**empowered
& poised**



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HER CAMPUSSM



WHY HIRE JULIA TO SPEAK?



INTERACTIVE STORYTELLING AND COMMITMENT TO VULNERABILITY

Julia communicates with the audience through personalized interactions, engaging stories, videos, music, reflection handouts, and more. By telling compelling and unique stories and interacting with the audience, Julia encourages not only for each and every person to listen to one another, but to also engage in conversation. Her goal is to make each topic relate to every listener. She is committed to candor and inspiring vulnerability by welcoming all backgrounds, making sure to always be transparent in her work.

"One of the best questions I was recently asked was, 'I'm interested in reading your book, and want to know, at your age, why do you believe someone should take your advice and see your experiences as credible?' And I responded, 'Everyone's experiences are worth a listen, no matter how much perceived credibility one is judged to have.'"

-Julia Ruggiero

EMPATHY

One of Julia's top 5 Clifton StrengthFinder 2.0 Strengths, Empathy, is a top value of hers that she makes sure to incorporate in each event and activity. By committing to put herself in each person's shoes, Julia encourages the audience to recognize not only their own story, but notice and appreciate the people around them.



Julia has developed a strong written and spoken voice that inspires vulnerability in people of all age groups. I saw her captivate the female high school students and teachers alike at the Dare to Dream retreat. Julia is thoughtful in her action, diligent in her work, and inquisitive in nature. I am excited to see the community she cultivates as she continues to share her story.”

-Katie O'Connell

Author of *Live LIVE!: Creating Community in Music Experiences*



Signature Talks



MENTAL HEALTH AWARENESS AND ACCEPTANCE

Let's work together to transform our thought processes so that we can look forward to life rather than always wait and be on-guard for the worst. How can we stay in motion and keep taking action even when we feel like giving up? Julia shares her favorite tools and resources to practice self-care, as well as sharing her journey with Obsessive Compulsive Disorder (OCD) and Depression in a compelling and interactive way to help others understand how to accept and support each other and ourselves.



VulnerABLE

Let's talk about why it is vital to notice the meaning of the word "-able" in Vulnerable. Too many people are stuck in cycles of fixations and doubt about themselves and others. Many believe that they are defined by their thoughts, and let feelings of anger and sadness constantly control their actions. How can our voices come together? Learn how to spark change in yourself and for the greater good, own your voice and authenticity, and accept the voices around you.



GOLDEN BUZZER MOMENT: STUDENT ENTREPRENEURSHIP

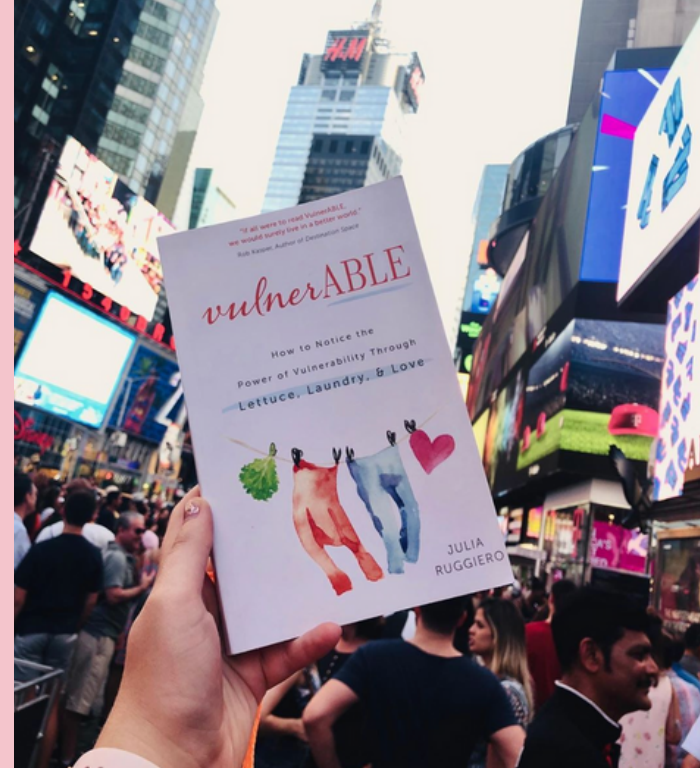
Julia helps the audience visualize themselves in the stories that inspire them, rather than thinking they need to live someone else's success or dreams. Maybe we miss our Golden Buzzer Moment because of stress or not appreciating the moments in front of us, critics, or the like. Sharing her journey as a student entrepreneur and providing advice and resources on how to network, work past criticism, reach goals, and take action, the audience will have a better understanding of the opportunities in entrepreneurship, and the growth that takes place in each experience.

To read a detailed list of Julia's signature talks, visit www.juliaruggiero.com/speaking



VulnerABLE is a non-fiction book that speaks to people going through a time of transition,

for anyone looking to gain power over shame and doubt and notice the power in their voices. With a focus on mental health awareness, sharing personal stories from her own life growing alongside of her Obsessive Compulsive Disorder, as well as sharing stories from others, every reader can find a glimpse of wisdom to notice the rocky but powerful and beautiful path of vulnerability. In this book, you'll learn how to notice vulnerability in both small and large moments, gaining the confidence in knowing you are not alone through three parts:



The VulnerABLE Book

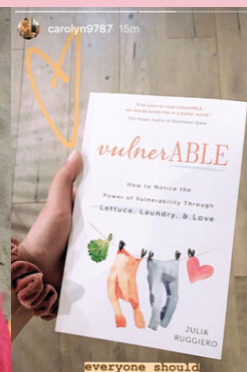
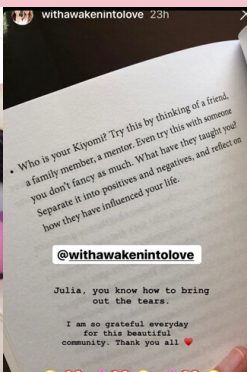
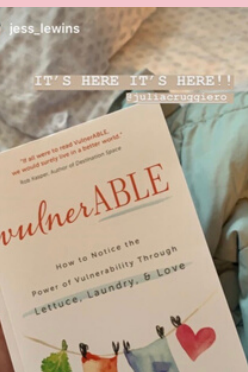


- * How our own voices and thoughts hold us back from embracing our worth
- * How other's voices, criticism, and opinions influence how we look at ourselves
- * How to notice the bigger, realistic meaning of love and connection



“If all were to read **VulnerABLE**, we would surely live in a better world.”

-**ROBERT KASPER, AUTHOR OF DESTINATION SPACE**





In short, the VulnerABLE Movement is a way of unification;
Unifying the uncontrollable with the controllable.
Unifying the voices in our head once and for all.
Unifying people.

Noticing the word "-able" in vulnerABLE reminds us to refuse to let fear, especially the fear of being judged, to control our own and others' worth. We must make a commitment to understand ourselves and one another, giving ourselves and the world compassion.



"Julia captivates the audience with her relatable antidotes and makes us laugh with her witty comments. The listeners were left with a greater awareness of vulnerability and what it looks like to live it out."

-Morgan Might



VulnerABLE MOVEMENT

“IS YOUR STORY LEFT UNTOLD?” -JULIA RUGGIERO

“The strength of vulnerability is widely known, yet few are brave enough to participate in it. By writing from the heart, Ruggiero invites her readers to join her and many others in open honesty and vulnerability. VulnerABLE inspires powerful self reflection and bravery. A necessary read for all.”

— LUCA ROMEO, AUTHOR OF MIND OVER DATA



“Ruggiero’s honesty and candor lock you in from the first word you read...heartbreakingly real, with tangible strategies for living vulnerABLE-y in a world that needs it. Her story and her message are must-reads.”

— HALEY HOFFMAN SMITH, AUTHOR OF HER BIG IDEA, NAMED ONE OF TODAY’S MOST INFLUENTIAL SPEAKERS BY FORBES



“Is your mind a prison or a sanctuary? The answer depends on whether you consider “vulnerability” a strength or a weakness. In VulnerABLE, author Julia Ruggiero explores how our bad habit of judging ourselves and others in such a way that we constantly feel exposed and fearful can be conquered. Learning that we can embrace our human imperfections, speak up with confidence and authenticity, and take control of the fact that your fears are my fears is empowering.”

— ROBIN SACKS, CONFIDENCE COACH, MOTIVATIONAL SPEAKER, AND AUTHOR OF GET OFF MY BUS!



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**WHAT MAKES THIS
BOOK UNIQUE**

No matter your age, gender, beliefs, and the like, **VulnerABLE** discusses vulnerability in various walks of life and explains why everyone's voice has worth. My mission is to help others notice the power in our voices, how to not misuse this power, and how to own up to our mistakes while not letting these same mistakes define us for the rest of our lives.

JULIA RUGGIERO





**Let's
Connect**



WEBSITE

www.juliaruggiero.com

(can also be found at www.vulnerablemovement.com/org)



PERSONAL INSTAGRAM

[@juliacruggiero](https://www.instagram.com/juliacruggiero)



VULNERABLE MOVEMENT INSTAGRAM

[@vulnerABLEmovement](https://www.instagram.com/vulnerABLEmovement)



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