INTRODUCTION

# Hello, I’m Julie.
# Call me Scoops.

To a future collaborator,

I am drawn to public relations because the best communication begins with paying attention. A useful question, a clear explanation, and a little care for the person reading can change how a story lands.

My story begins in Germany and continues in Denver, where my family moved when I was six. Growing up between German at home and English at school gave me a natural interest in language, culture, and the details that help people feel understood. My Irish American roots add another thread to that perspective.

I’m 25. I started waiting tables at Hooters in Denver at 17 and spent five years there, becoming the top-earning waitress in three of those years and receiving the Hooters Girl of the Year award. Hospitality taught me to remember names, introduce myself without making it a production, read a room, and keep a relationship warm after the first conversation.

At 23, I began college studying political science and took an internship in Representative Diana DeGette’s Denver congressional office for Colorado’s 1st District. I stayed with the office through graduation and earned my bachelor’s degree in political science in May 2026.

Jeremy Schoemaker gave the commencement speech at my graduation. We met there, and afterward I became his full-time press secretary. I continue in that role today, while also offering independent PR services.

That path connects hospitality, political-office communication, and public relations. I bring a practical interest in how you approach someone, respond when they disagree, and follow through after they give you their time. The work here brings that approach into outreach, editorial writing, and publication development.

I'm also co-writing a PR ebook with Jeremy Schoemaker. The draft explores podcasts, newspapers, television, radio, blogs, talk radio, public events, community events and outreach, and public speaking: finding contacts, approaching them, introducing yourself, responding, following up, keeping relationships warm, and offering appropriate thanks.

Our closing chapter is candid about charm, flirtation, attractiveness, and presenting a cute persona professionally. It considers the line between flirty and inappropriate, recognizing expectations of more, explicit communication, and personal boundaries. We also distinguish persistence from continuing after a clear request to stop. The book remains in progress; its title and publication plans are taking shape.

I would welcome a conversation about the work, the questions behind it, or the stories you are trying to explain.

Warmly,
**Julie "Scoops"**
julie@shoemoney.com

---

Copyright Jeremy Schoemaker & ShoeMoney INC November 23, 2026