

Julia Mazza

(551) 804-6719 | jmazza1207@gmail.com | Portfolio Website: www.juliamazzawriter.com/showcase

Writer and Social Media Creator

Social Media Creator who produces highly engaging online content focused on community management and building, while using metrics to inform the creative elements of content creation and leveraging social platforms to optimize messaging and brand identity.

Core competencies include:

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|-------------|-------------------|------------------|---------------------|------------------|
| Instagram | Creative Writing | Content Creation | AP Style | Facebook |
| Photography | Content Calendars | TikTok | X/Twitter & Threads | Analytics & KPIs |

Skills and Abilities:

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|--------------------|-------------------|-------------|---|----------------|
| Visual Design | Hootsuite | Tweetdeck | Snapchat | Pinterest |
| Social Copywriting | Image Editing | Adobe Suite | Mailchimp | Sense of Humor |
| Canva | Excellent Speller | Capcut | Knowledge of Pop Culture & Current Trends | |

EXPERIENCE

Marketing and Social Media Coordinator - Geena Davis Institute June 2022 - Present
Researches, writes, and curates content for the organization's weekly newsletter. Assists with social media tasks as needed, including writing social copy, engaging in community management, coordinating giveaways, and creating static graphics.

Contributing Writer - Various Publications 2017 - Present
Writes and edits freelance articles for various online publications including BuzzFeed, The Knockturnal, Culturess/Fansided, and Odyssey Online within a pop culture and lifestyle niche.

Creative Strategist/Influencer - @magicallyjulia August 2017 - Present
Formed a niche, personal online brand for creative expression, influencer opportunities, and to promote my written content across social media platforms. Developed a community through creating engaging content and strategically disseminating posts. Shoots and edits photos and videos for Instagram and TikTok, and creates assets including graphics and GIFs.

Worked on influencer campaigns for: Geena Davis Institute on Gender in Media, New Jersey Hospital Association, iJoy, and Choose: New Jersey.

Freelance Copywriter - ZinBin May 2022 - Jan. 2023
Wrote and edited creative copy for promotional newsletters and push notifications for the company's mobile app.

Substitute Teacher/Teachers' Assistant - Various New Jersey Elementary Schools Sept. 2015 - Jun 2022
Worked with students in various elementary grade levels in mainstream and special education classrooms.

Creative Specialist (Freelance) - Tata Consumer Products/Eight O'Clock Coffee Nov. 2020 - Jan. 2021
Assisted with the creation of digital materials. Created graphics for the company's tea brands for use on their social media profiles and banners for a new product launch.

Marketing Assistant - Mitchell Martin, Inc. Jun. 2019 - Feb. 2020
Assisted with tasks pertaining to marketing, social media, and digital content.
Managed several Twitter accounts under the MMI brand to improve brand engagement on the platform aligned and creates content aligned with corporate goals. • Contributed ideas for social media posts and blog posts. • Managed social media content calendars. • Assisted with other marketing tasks when needed.

EDUCATION

Bachelor of Arts, Psychology, Ramapo College of New Jersey, Mahwah, NJ Sept. 2011 - Dec. 2015