

# Julia Mazza

*Keep Calm and Work Creatively*

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Freelance writer and social media creator with experience in the film, theater, pop culture, and entertainment spaces. Self-starter who brings creativity and strong editing skills to produce content tailored to specific audiences. Seeking opportunities to apply my experience and skills in content creation and storytelling in order to achieve a company or client's goals.

## **Social Media Coordinator - Submersive Media (Nov. 2024 - Aug. 2025)**

- Worked on influencer campaigns for clients (including Independent Film Company and Samuel Goldwyn Films.)
- Collaborated with the design team to ideate and create static and video assets for clients such as CherryPicks and Independent Film Company. Communicated with key contacts at client companies to fulfill upcoming social needs.
- Achieved a \$0.01 CPV and 1.5M views for the influencer campaign for *The Count of Monte Cristo* as well as a \$0.03 CPV and 1.26M views for a teaser trailer campaign for *Dangerous Animals*, maximizing reach within an established budget.
- Researched and built influencer lists based on audience and reach. Engaged in outreach with influencers/talent, including drafting agreements, discussing rates, etc.
- Established relationships with influencers and representatives in niche interest groups. (Horror, film, etc.)
- Drafted creative briefs for influencers. Tracked the flow of content deliverables from approval to posting on social media.
- Tabulated and reported performance metrics for social media posts within an influencer campaign to clients via Google Sheets. Communicated with clients regularly through campaigns, keeping them informed with key updates.
- Assisted the PR team with tasks related to mailer activations to promote clients' upcoming titles, including personalizing letters, building influencer lists, collecting interest/addresses, etc.
- Interviewed talent, including Phoebe Dynevor on the red carpet for *Inheritance* (IFC Films.)

## **Freelance Writer - Various Publications (2017 - Present)**

- Ideates, writes, proofreads, and edits highly engaging stories for various online publications including *The Knockturnal*, *The Daily Beast*, and *Buzzfeed*, among others.
- Interviewed talent, including *Inside Out 2* director Kelsey Mann, fashion icon Patricia Field, TV writer and showrunner Meredith Scardino, actresses Selena Gomez and Zoe Saldana, and biographer David Stenn.
- Conducts comprehensive research and thorough review of subject materials, including [books](#), [television episodes](#), and [films](#), to ensure well-informed content preparation and analysis.
- Crafts attention-grabbing emails to editors and editorial teams.
- Accumulated >157,500 views globally on a piece I wrote for BuzzFeed.

## **Marketing Coordinator - Geena Davis Institute (Jun. 2022 - Nov. 2024)**

- Curated, wrote, and wrote the Geena Davis Institute's weekly newsletter, *Must-See News* via MailChimp.
- Tracked and stayed on top of trends, news stories, and social media content relating to the organization's mission.
- Reported metrics and performance to leadership at the organization.

## **Social Media Creator/Influencer - @magicallyjulia (Aug. 2017 - Present)**

- Produced content for influencer campaigns, working with clients including: *Disney-Pixar • Tyler the Creator's GOLF WANG • American Express • Blue Jacket Fashion Show • Mingle Mocktails • Geena Davis Institute • New Jersey Hospital Association • iJoy • Choose: New Jersey*.
- Brainstorms and produces photo/video content for @magicallyjulia influencer account on Instagram and TikTok.
- Grew engagement on @magicallyjulia organically 534% over three years.
- Identifies and tracks trends, and taps into humor within niche interests and online communities.
- Track record of employing strategic approaches to posting content, tailored to the preferences of platform algorithms, to increase key metrics, including engagement, likes, shares, and follows, including growing like count by 1900% over four years.
- Facilitates community management across various platforms, including answering comments and messages (leveraging the established tone and personality of each brand), and monitoring audience sentiment.

## **Freelance Copywriter - ZinBin (May 2022 - Jan. 2023)**

- Wrote and edited creative copy for promotional newsletters and push notifications for ZinBin, a social media app for pop culture fans.

**Core competencies include:**

Instagram	Creative Writing	Content Creation	AP Style	Influencer Marketing
SEO Best Practices	Later & Hootsuite	Asana	Facebook	Photography
Content Calendars	TikTok	X/Twitter & Threads	Analytics & KPIs	Snapchat
Pinterest	Social Copywriting	Image Editing	Adobe Suite	Mailchimp
Canva	Capcut	Organizational Skills	Sense of Humor	Excellent Speller
Knowledge of Pop Culture & Current Trends				

**Education**

**Bachelor of Arts**, Psychology

Ramapo College of New Jersey, Mahwah, NJ