



# Julia Mazza

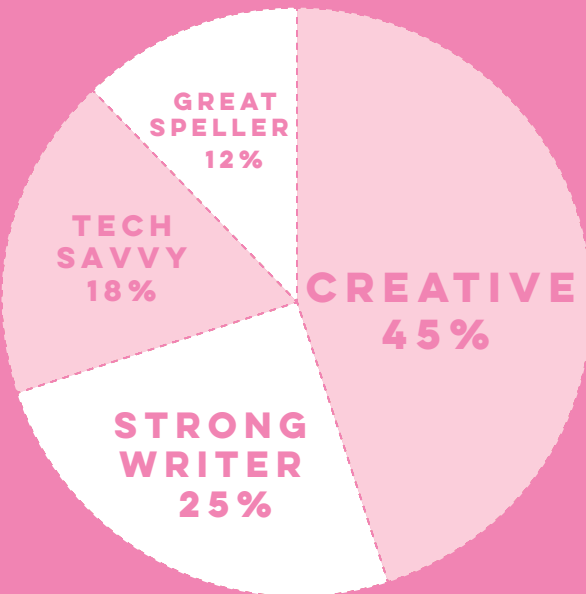
KEEP CALM AND WRITE CREATIVELY

Social Media Creator in the NY/NJ area 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.

## SKILLS



Creative Writing • Content Creation • AP Style  
Hootsuite • Content Calendars Analytics •  
Social Copywriting • Tweetdeck • Adobe Suite  
Photography • Creating GIFS and Memes •  
Storytelling • Sense of Humor • Knowledge of  
Pop Culture and Current Trends



## EXPERIENCE

### CREATIVE SPECIALIST (FREELANCE) - TATA CONSUMER PRODUCTS

Created graphics for the company's tea brands for use on their social media profiles and banners for a new product launch.

NOV  
2020 -  
JAN. 2021

### MARKETING ASSISTANT - MITCHELL MARTIN, INC

Managed several Twitter accounts under the MMI brand and created content aligned with corporate goals. Contributed ideas for social media posts and blog posts. Created and managed social media content calendars.

JUNE  
2019 -  
FEB. 2020

### CONTRIBUTOR - BUZZFEED

Contributed an evergreen travel piece to Buzzfeed's "Bring Me!" brand (within my Disney and pop culture niche) which reached over 146,00 views.

JULY  
2019

### CONTRIBUTOR - CULTURESS

Contributed a timely piece to the website (within my Disney and pop culture niche.)

AUG.  
2019

### SOCIAL MEDIA ASSISTANT - #GOBEYOND STEM

Managed social media content for "GoBeyond STEM." Reached out to professionals in various STEM fields to feature their achievements. Created & edited images to create content with visual appeal, and wrote captivating copy for each post.

DEC.  
2018 -  
MAY 2019

### CREATIVE STRATEGIST - @MAGICALLYJULIA and @JULIAMAZZA.WRITER

Created personal online brands to promote my content across social media platforms. Regularly posting to Instagram to authentically engage a niche audience.

AUG.  
2017 -  
PRESENT

## EDUCATION

Ramapo College of New Jersey  
B.A. in Psychology

## LET'S SWAP STORIES

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