

Julia Mazza

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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:

Instagram	Creative Writing	Content Creation	AP Style	Facebook
Photography	Content Calendars	Twitter	Brand Development	Analytics & KPIs

Skills and Abilities:

Visual Design	Hootsuite	Tweetdeck	Snapchat	Pinterest
Social Copywriting	Image Editing	Adobe Suite	Sense of Humor	Excellent Speller
Knowledge of Pop Culture and Current Trends				

EXPERIENCE

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.

Creative Strategist - @magicallyjulia August 2017 - Present

Created niche, personal online brands to promote my written content across social media platforms. Developed a community through creating engaging content and strategically disseminating posts.

Regularly posting promotional and non-promotional content through various social media platforms (Instagram, Twitter, Facebook) to authentically engage an online audience.

Contributing Writer - Culturess Aug. 2019

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

Contributing Writer - BuzzFeed Jul. 2019

Contributed an evergreen travel piece to BuzzFeed's "Bring Me!" brand (within my Disney and pop culture niche) which reached over 150,000 views.

Social Media Assistant - #GoBeyond STEM Dec. 2018 - May 2019

Managed social media content for "#GoBeyond STEM", an in-development docuseries and online initiative to highlight successful women in the fields of science, technology, engineering, and math (STEM).

Reaching out to professionals in various fields to feature their achievements. • Basic image creation/editing to create content with visual appeal, and writing captivating copy for each post.

Writer - Odyssey. Aug. 2017 - Dec. 2018

Wrote and promoted shareable digital articles in long and short-form to be published online via Odyssey.

Writing online articles composed with an appropriate tone for the website. Niche topics include music, movies, television, celebrities, classic film, and Disney.

Teachers' Assistant - Various New Jersey Elementary Schools Sept. 2015 - Jun. 2019

Worked with students in various elementary grade levels in mainstream and special education classrooms.

EDUCATION

Bachelor of Arts, Psychology, Ramapo College of New Jersey, Mahwah, NJ September 2011 - December 2015