



Julia Mazza

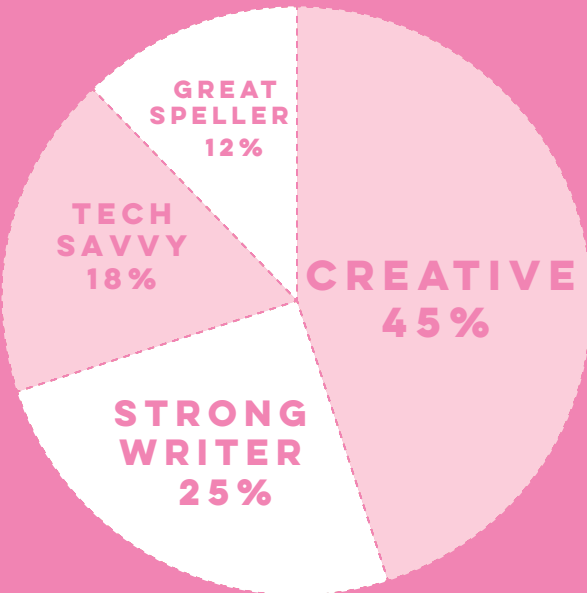
KEEP CALM AND WRITE CREATIVELY

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 • Hootsuite • Community Management • Content Calendars • Social Copywriting • Mailchimp • Analytics • Tweetdeck • Adobe Illustrator • Adobe Premiere • Canva • Creating GIFS and Memes • AP Style • Storytelling • Sense of Humor • Knowledge of Pop Culture and Current Trends



EXPERIENCE

SOCIAL MEDIA COORDINATOR - GEENA DAVIS INSTITUTE ON GENDER IN MEDIA

Researches and assembles content for the organization's weekly newsletter. Assisted with social media tasks when needed, including curating content calendars, engaging in community management, and creating static graphics.

JUNE 2022 - PRESENT

CONTRIBUTING WRITER - VARIOUS PUBLICATIONS

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.

2017 - PRESENT

FREELANCE COPYWRITER - ZINBIN

Writes and edits creative copy for promotional newsletters and push notifications for the company's mobile app.

MAY 2022 - PRESENT

CREATIVE STRATEGIST/CONTENT CREATOR - @MAGICALLYJULIA

Creating and curating a personal brand on Instagram and TikTok. Crafting and posting promotional and non-promotional content tailored to engage a niche audience. Worked on influencer campaigns for: Geena Davis Institute on Gender in Media, New Jersey Hospital Association, iJoy, and Choose: New Jersey.

AUG. 2017 - PRESENT

CREATIVE SPECIALIST (FREELANCE) - TATA CONSUMER PRODUCTS

Created graphics for the company's tea brands for use on their social media profiles and website 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

EDUCATION

Ramapo College of New Jersey
B.A. in Psychology

LET'S SWAP STORIES

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