

JULIE ACOSTA



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San Jose, CA 95139

PROFESSIONAL SUMMARY

Content-focused Marketing Assistant with a strong background in graphic design, email marketing, and social media content creation. Experienced producing visual assets, short-form video, and platform-ready copy for Instagram, TikTok, Facebook, LinkedIn, X (Twitter), and Substack, with a focus on brand consistency, audience engagement, and performance reporting. Familiar with tracking metrics using TikTok Analytics, Meta Business Suite, LinkedIn Analytics, and Google Analytics (in view) to optimize content strategy. Demonstrates initiative, problem-solving, and a positive attitude in fast-paced team environments. Currently pursuing a Master's in Communication Management at USC and eager to grow within a collaborative marketing team.

SKILLS

CORE SKILLS

Marketing and Content Creation

- Social media content creation (Instagram, TikTok, LinkedIn, Facebook, X)
- Email marketing campaigns and newsletter content
- Short-form video production (Reels, TikTok)
- Caption writing and CTA development
- Content scheduling and publishing across platforms
- Content calendar management
- Market research and audience insights
- Digital asset management

Analytics and Optimization

- TikTok Analytics
- Meta Business Suite
- LinkedIn Analytics
- Google Analytics (in view)
- Performance tracking and reporting
- A/B testing and content optimization

Creative Tools

- Canva Pro

WEBSITES, PORTFOLIOS, PROFILES

- www.JulieAcosta.org
- www.linkedin.com/in/julie-acosta-aba45261

WORK HISTORY

True Crime Story 911 Media Group - Marketing & Social Media Content Intern

Remote • 08/2025 - 12/2025

- Designed and executed social content across TikTok, Instagram, Facebook, LinkedIn, Substack, and X
- Increased cross-platform engagement by 500%-1700%+ in four months through analytics-informed strategy
- Boosted TikTok views by 573% by refining formats and storytelling
- Grew TikTok visibility to 4,300+ unique viewers with consistent publishing
- Raised Instagram interactions by 2,700% through Reels and CTAs
- Collaborated across departments to align visuals with campaign goals
- Reported performance metrics weekly to improve content output
- Contributed market research insights to support campaign targeting

Color Me Gorgeous - Marketing & Brand Coordinator

San Jose, CA • 01/2016 - Current

- Created branded content across social platforms
- Designed digital and print assets (flyers, cards, social posts)
- Ensured brand consistency across all digital touchpoints
- Managed digital assets for efficient team use
- Handled client communications and supported project flow
- Demonstrated initiative by expanding responsibilities beyond original role

La Raza Historical Society of Santa Clara Valley - Independent Contractor

San Jose, CA • 2024 - Current

- Adobe Photoshop, Illustrator, Express
- Figma
- Visual storytelling for digital and print

Soft Skills

- Strong written and verbal communication
- Cross-functional collaboration
- Multitasking and initiative
- Problem-solving
- Time management & prioritization
- Professionalism & attention to detail
- Adaptability and creativity
- Positive attitude

EDUCATION

University of Southern California
Los Angeles, CA • Expected in 12/2026

Master of Communication

Management: Organizational Communication

- Relevant Coursework: Strategic Communication, Research Methods, Organizational Theory

University of California
Santa Cruz • 06/2025

Bachelor of Arts: Art

- GPA: 3.9 Cum Laude

Evergreen Valley College

San Jose • 01/2023

Associate of Arts: Studio Arts

- Associate of Arts for Transfer (AA-T)
- GPA: Cum Laude

Evergreen Valley College

San Jose • 01/2023

Associate of Science: Art and Design with Design Emphasis

GPA: Cum Laude

- Designed event flyers and educational materials
- Maintained brand consistency and cultural relevance
- Transformed complex research into accessible content
- Aided in increasing event turnout through targeted visuals

Studio Sprout - Art Studio Intern

Santa Cruz, CA • 01/2025 - 03/2025

- Supported instructors in creative learning environments
- Managed and organized studio resources
- Practiced professional communication and coordination in team settings

AFFILIATIONS

- HonorSociety.org
- Tau Sigma Honor Society
- Jumano Apache Nation of West Texas - Enrolled Member

MOST RECENT EXHIBITIONS / PROJECTS

- 2023: Outstanding Achievement, EVC Student Show
- 2025: Eduardo Carrillo Scholarship
- 2022-2025: Juried Art Shows, Open Studios, Book Publication (XIUTLA)

MOST RECENT AWARDS

- 2023: Outstanding Achievement, Evergreen Valley College Student Show
- 2025: Eduardo Carrillo Scholarship

CERTIFICATIONS

Google Analytics