

# Julie Acosta

**Address:** San Jose 95139, CA

**Phone number:** 408-648-9449

**Email address:** AcostaJulie@gmail.com

## Profile

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.

## EDUCATION

09/2025 – present  
Los Angeles, CA

**Organizational Communication | Master of Communication Management**  
**University of Southern California**  
Expected in 12/2026

01/2024 – 05/2025  
Santa Cruz, CA

**Art | Bachelor of Arts**  
**University of California**  
GPA: 3.9 Cum Laude

09/2020 – 2023  
San Jose, CA

**Studio Arts | Associate of Arts**  
**Evergreen Valley College**  
GPA: Cum Laude

09/2020 – 2023  
San Jose, CA

**Art and Design with Design Emphasis | Associate of Science**  
**Evergreen Valley College**  
GPA: Cum Laude

## WORK HISTORY

02/2026 – present  
Remote, United States

**Marketing Intern**  
**Tiger Gear**

- Develop user-generated content (UGC) strategy to increase brand authenticity and engagement
- Coordinate product seeding and creator outreach to support social media growth
- Create short-form video content and lifestyle product demonstrations for social platforms
- Advise on social media positioning and community-driven brand storytelling
- Support brand shift from catalog-style posts to lifestyle marketing

08/2025 – present  
Remote, United States

**Lead Marketing & Media Content Intern**  
**True Crime Story 911 Media Group**

- 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



## WORK HISTORY

- 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

### Content Creation & Management:

- Produced and edited 50+ multimedia pieces, increasing audience engagement by 35%
- Developed a weekly content calendar that improved publication consistency by 40%
- Curated trending true crime topics, boosting monthly site visits by 25%

### Marketing & Analytics:

- Executed targeted social media campaigns generating a 20% rise in followers across platforms
- Analyzed campaign data to optimize content strategy, resulting in a 15% increase in click-through rates
- Coordinated cross-channel promotions that enhanced brand awareness and audience retention

09/2016 – 12/2025

San Jose, CA

## Marketing & Brand Coordinator

### Color Me Gorgeous

- 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

### Campaign Management & Execution:

- Designed and executed 15+ multi-channel marketing campaigns, boosting customer engagement by 30%
- Coordinated influencer partnerships that increased brand mentions by 25% in six months

### Brand Development & Positioning:

- Revamped brand guidelines, resulting in a 40% rise in social media followers and improved brand consistency
- Conducted market research that informed repositioning strategy, contributing to a 20% sales growth year-over-year

2024 – present

San Jose, CA

## Freelance Designer

### La Raza Historical Society of Santa Clara Valley

- Transformed complex research into clear, accessible content
- Increased event turnout by creating targeted visual materials
- Assisted instructors in developing engaging, creative learning environments
- Organized and managed studio resources efficiently
- Maintained professional communication and coordination within team settings



## 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

## CORE SKILLS

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

Visual Design	Brand Consistency	Campaign Strategy	Performance Reporting
Cross-Functional Collaboration	Problem Solving	Initiative	Audience Engagement
Client Communication	Project Coordination	Content Optimization	Adaptability
<b>- SOFT SKILLS</b>			
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

## WEBSITES, PROFILES

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[www.JulieAcosta.org](http://www.JulieAcosta.org)  
[www.linkedin.com/in/julie-acosta-aba45261](http://www.linkedin.com/in/julie-acosta-aba45261)  
[www.instagram.com/julieacostamedia/](http://www.instagram.com/julieacostamedia/)

## AFFILIATIONS

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present	<b>Member HonorSociety.org</b>
present	<b>Member Tau Sigma Honor Society</b>
present	<b>Enrolled Member Jumano Apache Nation of West Texas</b>

## MOST RECENT EXHIBITIONS / PROJECTS

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2023	<b>Outstanding Achievement, EVC Student Show</b>
2022 - 2025	<b>Juried Art Shows, Open Studios</b>



## MOST RECENT AWARDS

2023

Outstanding Achievement, Evergreen Valley College Student Show

2025

Eduardo Carrillo Scholarship



## CERTIFICATIONS

Google Analytics



## Publications

11/2024

### Xiutla

Padilla Press

BODNBN7FTB

Set in 16th-century Mexico and Spain, *Xiutla* tells the story of Ysabel Xuihtlamiyaua, a young Nahua woman from the lush, vibrant valley of Xiutla, and her journey to preserve her people's heritage amid the Spanish conquest. Ysabel, the daughter of a chieftain, finds herself a bridge between her indigenous roots and the Spanish world, balancing love, resilience, and duty as she enters an arranged marriage with a Spanish nobleman. Through generations, her legacy endures, carried forward by her grandson Tlamatini, who seeks to reclaim his heritage and connect with the land and spirit of his ancestors. *Xiutla* is a powerful narrative of cultural pride, transformation, and the quest to keep one's identity alive across time and adversity.



## Strengths

Critical Thinking

Storytelling with Purpose

Exceptional Attention to Detail

Strong Editorial Judgment

Ability to Work Across Disciplines

Cultural Intelligence & Integrity

Self-Directed & Persistent

Emotional Insight (Without Losing Professionalism)

Collaborative, But With a Clear Voice



## Hobbies



Being an Academic



Creative Writing - Working on my next book



Getting lost in a good book



Creating Art



Trying new foods



Listening to music



Spending time with my rescue dogs



Creating my own podcast