

JULIE ACOSTA

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Websites, Portfolios, Profiles

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Professional Summary

Creative Professional | Entry-Level Graphic Designer & Digital Marketer | Master's Candidate at USC | Passion for Visual Storytelling | Enrolled Tribal Member, Jumano Apache Nation

Creative and results-driven graphic designer and social media marketer with a B.A. in Art and a strong foundation in visual storytelling, digital design, and branding. Skilled in Adobe Creative Suite, Canva, and Figma, with hands-on experience in content creation and campaign planning. Passionate about crafting compelling visuals and messages that drive engagement and elevate brands. Currently pursuing a Master's in Communications Management at USC, building advanced skills in strategic communication, organizational leadership, and media management to complement creative design and marketing expertise.

Skills

- Adobe Photoshop, Illustrator, After Effects
- Content creation for social platforms
- Strategic Communication Planning
- Internal & External Communications
- Research & Analysis (APA, SPSS, qualitative & quantitative)
- Skilled in visual design applications
- Skilled in Microsoft Office applications
- Crisis & Reputation Management
- Storytelling for Diverse Audiences

Work History

Lead Social Media Content Creator Intern, 08/2025 to Current

True Crime Story 911 Media Group – Remote

- · Designing Canva templates and layouts tailored for Facebook, LinkedIn, SubStack, Instagram, and TikTok to ensure a cohesive and marketable brand presence.
- · Writing voiceover scripts, captions, and hashtag bundles to maximize reach and visibility.

- · Experimenting with audio and visual elements (such as royalty-free music, suspenseful sound cues, and animations) to create a distinctive storytelling style.
- · Researching and presenting case-based content (like the Disappearance of Daniel Robinson) in a way that balances accuracy, sensitivity, and audience engagement.
- · Developed engaging social media content that increased audience interaction and brand visibility.
- · Collaborated with cross-functional teams to align social media strategies with marketing goals.
- · Developed communication strategies to increase audience engagement across multiple platforms.
- · Applied communication theories and audience analysis to optimize message design.

Salon Owner, 01/2016 to Current

Color Me Gorgeous – San Jose, CA

- Designed and managed branding materials, social media content, and promotional campaigns that grew client base.
- Oversaw digital marketing strategy across platforms (Instagram, Facebook), increasing follower engagement and appointment bookings.
- Maintained visual consistency across print and digital marketing, from business cards to web design.
- Managed daily salon operations, ensuring smooth workflow and exceptional client experiences.
- Oversaw client communications and engagement strategy, ensuring consistent branding across print, digital, and in-person channels.

Art Studio Intern, 01/2025 to 03/2025

Studio Sprout – Santa Cruz, CA

- Assisted in preparing materials and supporting children during art classes.
- Supervised students to ensure safety and foster a positive learning environment. Managed classrooms with approximately 12 children at a time.
- Organized and maintained the studio, including cleaning tools and restocking supplies.
- Helped plan and set up creative projects and studio events.
- Encouraged creativity by promoting self-expression and celebrating students' achievements.
- Practiced interpersonal and organizational communication skills by guiding children and collaborating with staff in a creative learning environment.

Education

Master of Communication Management: Expected in 2027

University of Southern California - Los Angeles, CA

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

Bachelor of Arts: Art, 06/2025

University of California - Santa Cruz

- GPA: 3.9 Cum Laude

Associate of Arts: Studio Arts, 01/2023

Evergreen Valley College - San Jose

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

Associate of Science: Art and Design with Design Emphasis, 01/2023

Evergreen Valley College - San Jose

GPA: Cum Laude

Affiliations

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

EXHIBITIONS/PROJECTS

- 2008 Juried Student Art Show, Evergreen Valley College
- 2009 Juried Student Art Show, Evergreen Valley College
- 2010 Photography showcase at Vinyl Room, Burlingame, Ca.
- 2013 Eufora Global Stylist of the Year awards
- 2014 Eufora Global Stylist of the Year awards
- 2022 Juried Student Art Show, Evergreen Valley College
- 2023 Juried Student Art Show, Evergreen Valley College
- 2024 Spring Quarter Open Studios, UC Santa Cruz
- 2024 Fall Quarter Open Studios, UC Santa Cruz
- 2024 Book Publication, XIUTLA
- 2025 Spring Quarter Open Studios UC Santa Cruz

Awards

- 2008: Best Photography, Evergreen Valley College Student Show
- 2009: Best Photography, Evergreen Valley College Student Show
- 2013: Best Makeup Artist, Eufora Stylist of the Year Awards
- 2014: Runner-Up, Team Collaboration, Eufora Stylist of the Year Awards
- 2023: Outstanding Achievement, Evergreen Valley College Student Show
- 2025: Eduardo Carrillo Scholarship

ADDITIONAL SKILLS

- **Strategic Communication & Media:** Strategic communication planning, internal & external communications, storytelling for diverse audiences, crisis & reputation management
- **Research & Analysis:** APA, SPSS, qualitative & quantitative methods, audience analysis
- **Design & Creative Tools:** Adobe Photoshop, Illustrator, After Effects, InDesign, Canva
- **Social Media & Digital Marketing:** Content creation, Instagram Reels, TikTok videos, Facebook campaigns, brand strategy
- **Visual Communication:** Typography, color theory, composition, 3D design, photography
- **Project Execution:** Campaign development, event promotion, visual storytelling, client collaboration