

JULIE ACOSTA

WEBSITES, PORTFOLIOS, PROFILES

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PROFESSIONAL SUMMARY

Creative and results-driven Graphic Designer and Digital Marketer with a B.A. in Art and hands-on experience in visual storytelling, branding, and multi-platform social media strategy. Skilled in Adobe Creative Suite, Canva, and Figma, with proven success designing high-impact content and managing campaigns across TikTok, Instagram, Facebook, LinkedIn, and Substack. Passionate about crafting compelling visuals and narratives that drive engagement, elevate brand presence, and connect with diverse audiences.

Enrolled Tribal Member, Jumano Apache Nation.

Currently pursuing a Master's in Communication Management at USC, building advanced skills in strategic communication, organizational leadership, media analytics, and content strategy to complement creative design and marketing expertise.

SKILLS

Creative and Design Skills:

- Adobe Illustrator
- Canva Pro
- Figma
- Short-form video development
- TikTok content creation
- Facebook and LinkedIn content creation
- Script writing and caption writing
- Storytelling for diverse audiences
- Brand voice development
- Crisis and reputation management

- Adobe Photoshop

- Adobe After Effects

- Adobe Express

- Visual layout and design

Content and Social Media:

- Instagram content creation
- Multi-platform content planning

- Hashtag research

Communication and Strategy:

- Strategic communication planning
- Internal communication

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| • External communication | Research and Analytics: |
| • SPSS | • Qualitative and quantitative analysis |
| • APA-style research writing | • TikTok Analytics |
| • Meta Business Suite | • LinkedIn Analytics |
| • Cross-platform reporting | Technical Skills: |
| • Microsoft Office Suite | • Project coordination tools |

WORK HISTORY

LEAD SOCIAL MEDIA CONTENT CREATOR INTERN 08/2025 to Current

True Crime Story 911 Media Group, Remote

- Designed and executed Canva templates, visual layouts, and content calendars across Facebook, LinkedIn, Substack, Instagram, and TikTok to maintain a cohesive and marketable brand presence.
- Wrote voiceover scripts, captions, and hashtags to boost engagement and brand visibility.
- Drove multi-platform social media growth across TikTok, Instagram, Facebook, and LinkedIn—achieving increases of 500%–1700%+ in reach, views, and engagement within four months through analytics-based content strategy.

Social Media and Content Analytics

- **Increased TikTok video views by 573% within two weeks** by implementing data-driven storytelling, optimized posting windows, and format testing.
- **Grew TikTok reach by more than 999%**, expanding the audience from near-zero engagement to 4,364+ unique viewers.
- **Boosted TikTok profile views by over 999%**, driving new brand discovery and follower growth with consistent short-form content strategy.
- **Led Instagram growth to 50.3K views over a 4-month period**, representing a **1,700% increase in impressions**from baseline.
- **Expanded Instagram reach to 26.3K (+2,200%)**, with strategic reel planning and case-based engagement hooks.
- **Increased Instagram interactions by 2,700%**, generating 785+ engagements through optimized carousel, reel, and story formats.
- **Grew Instagram profile visits by 506% and followers by 233%**, demonstrating effective multi-platform brand reinforcement.
- **Strengthened Facebook/IG ecosystem performance**, producing multi-platform content that significantly outperformed historical analytics.
- **Improved LinkedIn visibility and engagement**, integrating brand-

aligned posts that supported credibility and long-form storytelling.

INDEPENDENT CONTRACTOR 2024 to Current

La Raza Historical Society of Santa Clara Valley, San Jose, CA

- Designs and produces informational pamphlets, event flyers, and educational materials to support cultural and historical programming.
- Collaborates with society leadership to translate complex historical research into accessible and engaging public-facing content.
- Ensures brand consistency and cultural authenticity across print and digital media.
- Contributes to community outreach by creating visually compelling materials that increase awareness and attendance at events.

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.

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.

Master of Communication Management, Organizational Communication,
Expected in 2027

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

University of California, Santa Cruz

Bachelor of Arts, Art, 06/2025

- GPA: 3.9 Cum Laude

Evergreen Valley College, San Jose

Associate of Arts, Studio Arts, 01/2023

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

Evergreen Valley College, San Jose

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

GPA: Cum Laude

AFFILIATIONS

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

MOST RECENT EXHIBITIONS / PROJECTS

- 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

MOST RECENT AWARDS

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