# JULIE ACOSTA

## MARKETING & COMMUNICATIONS STRATEGIST

Integrated Campaigns | Brand Strategy | Digital Content | Audience Growth

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## PROFESSIONAL SUMMARY

Marketing and communications professional experienced in cross-platform campaigns, brand strategy, content development, audience growth, and client communications. Combines creative direction with performance analytics to build measurable engagement across digital, social, editorial, and consumer channels.

## EXPERIENCE

**TRUE CRIME STORY 911 MEDIA GROUP** | Remote | Aug 2025–Present

**Marketing & Media Lead**

- Lead cross-platform content strategy, campaign execution, editorial planning, and publishing across major social and digital channels.
- Drove 500%–1,700% engagement growth, including a 573% increase in TikTok views and a 2,700% increase in Instagram interactions.
- Produce 15+ multimedia assets weekly while coordinating brand messaging, creative execution, and publishing workflows.
- Analyze campaign performance and audience insights to refine content strategy and increase click-through rates and follower growth.

**JUMANO APACHE NATION** | Remote | 2026–Present

**Tribal Council Member | Historian & Digital Communications**

- Serve on the Tribal Council, supporting organizational communications, community engagement, and member relations.
- Research and document tribal history while developing educational website content and managing social media communications.

**COLOR ME GORGEOUS** | San Jose, CA | 2016–Present

**Owner | Brand & Marketing Director**

- Direct marketing, brand strategy, customer experience, client relationships, promotions, and day-to-day business operations.
- Executed 15+ multi-channel campaigns, increasing customer engagement 30% and social audience 40%.
- Use market and customer insights to guide positioning, promotions, and retention strategies, contributing to 20% year-over-year sales growth.
- Manage promotional campaigns and digital/print assets from strategy through execution.

**LA RAZA HISTORICAL SOCIETY OF SANTA CLARA VALLEY** | San Jose, CA | 2024–Present

**Freelance Designer & Communications Contributor**

- Transform historical research and community programming into accessible public-facing communications and promotional materials.
- Develop visual assets supporting events, education, and community outreach.

## CORE SKILLS & TECHNOLOGY

**Marketing:** Campaign Strategy & Execution • Brand Strategy • Content Strategy • Audience Growth • Performance Analytics • Market Research • Social Media Strategy • Editorial Planning • Client Communication • Creative Direction • Cross-Functional Collaboration • A/B Testing

**Technology:** Adobe Creative Suite • Canva Pro • Figma • Google Analytics • Meta Business Suite • TikTok Analytics • LinkedIn Analytics • Microsoft Office

## EDUCATION

**University of Southern California** | Master of Communication Management, Organizational Communication | Expected Dec 2026

**Relevant Coursework:** Communication & Persuasion • Strategic Organizational Communication • Communication Strategy & Change • Public Relations

**University of California, Santa Cruz** | B.A., Art, Cum Laude | GPA 3.9 | 2025

**Evergreen Valley College** | A.A., Studio Arts | A.S., Art & Design, Design Emphasis | 2023