

JULIE ACOSTA

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CONTENT STRATEGIST & MARKETING PROFESSIONAL

Results-driven content strategist with 8+ years of experience supporting business growth through data-informed digital marketing and cross-channel campaign execution. Proven ability to align content strategy with organizational objectives, optimize performance through analytics, and improve audience engagement across platforms including TikTok, Instagram, and LinkedIn. Skilled in stakeholder communication, performance reporting, and translating insights into actionable marketing strategies.

KEY SKILLS

- Strategic Communication & Messaging
- Influencer & Creator Research
- Audience Growth Strategy
- Performance Metrics Analysis
- Content Strategy & Development
- Short-Form Video Production
- Social Media Content Creation
- Campaign Management & Execution
- TikTok, LinkedIn, & Google Analytics
- A/B Testing & Content Optimization
- Cross-Platform Campaign Leadership
- Stakeholder Communication
- Brand Strategy & Positioning
- Market Research & Analysis
- Community Management
- Performance Reporting
- Strategic Brand Storytelling
- Complex Problem Resolution

Technical Proficiencies: Canva Pro, Adobe Photoshop, Illustrator, Express, Figma, Visual Storytelling for Digital and Print

CAREER HIGHLIGHTS

- Achieved **500%–1700% cross-platform engagement growth** within four months by leading analytics-driven content strategies across TikTok, Instagram, LinkedIn, Substack, and X
- Increased **TikTok views by 573%**, reaching over 4,300 unique viewers through optimized content formats and storytelling
- Improved **content consistency by 40%** through development and execution of structured editorial calendars
- Increased **social media followers by 20%** through targeted campaign execution
- Increased **click-through rates by 15%** through data analysis and content optimization
- Increased **customer engagement by 30%** through multi-channel marketing campaigns
- Increased **social media following by 40%** and strengthened brand consistency through strategic repositioning
- Supported **20% year-over-year sales growth** by leveraging market research to inform brand strategy

EDUCATION

Master of Communication Management in Organizational Communication

University of Southern California | Los Angeles, CA | Expected Dec 2026

Bachelor of Arts in Art (GPA: 3.9 Cum Laude)

University of California | Santa Cruz, CA | 2025

Associate of Arts in Studio Arts (GPA: Cum Laude)

Evergreen Valley College | San Jose, CA | 2023

Associate of Science in Art and Design with Design Emphasis (GPA: Cum Laude)

Evergreen Valley College | San Jose, CA | 2023

PROFESSIONAL EXPERIENCE

TRUE CRIME STORY 911 MEDIA GROUP | Remote, United States

Aug 2025 – Present

Marketing & Media Content Strategist

Lead cross-platform content strategy and campaign execution across TikTok, Instagram, Facebook, LinkedIn, Substack, and X to drive audience growth and brand visibility. Analyze performance data, audience insights, and platform metrics to optimize content

strategy and improve engagement outcomes. Develop and execute structured content calendars aligned with campaign objectives, brand messaging, and audience targeting strategies. Collaborate cross-functionally with internal teams to align creative execution with organizational goals and campaign priorities. Produce and deliver weekly performance reports, translating analytics into actionable insights to inform strategic decision-making

KEY ACCOMPLISHMENTS

- Increased Instagram interactions by **2,700%** through Reels and targeted calls-to-action
- Drove **35% increase in engagement** by producing and publishing 50+ multimedia content assets
- Increased monthly website traffic by **25%** through trend-driven content strategy and platform optimization
- Strengthened audience retention and brand awareness through consistent cross-channel campaign execution

COLOR ME GORGEOUS | San Jose, CA

Sep 2016 – Dec 2025

Marketing & Brand Coordinator

Directed brand positioning and executed integrated marketing initiatives to increase customer engagement and digital visibility across multiple channels. Developed and managed content strategies across social media and digital platforms to support promotions, product launches, and business growth. Oversaw campaign planning and execution, ensuring alignment with brand messaging, seasonal initiatives, and business objectives. Managed marketing workflows, client communications, and cross-functional coordination to support consistent brand execution.

KEY ACCOMPLISHMENTS

- Improved team efficiency by designing and managing cohesive print and digital marketing assets
- Streamlined project execution by managing client communications and supporting end-to-end campaign processes
- Increased brand visibility through coordinated influencer partnerships and targeted promotional efforts

ADDITIONAL EXPERIENCE

Freelance Designer | La Raza Historical Society of Santa Clara Valley | San Jose, CA | 2024 – Present

CERTIFICATIONS

Mastering Communications as a Leader, LinkedIn Learning, 2026

Managing Teams, LinkedIn Learning, 2026

PUBLICATIONS / AUTHORSHIPS

XIUTLA — Author

Cultural fiction exploring Indigenous identity, land, and intergenerational storytelling. 2024 KDP Publishing

THE REZ DETECTIVES CLUB: Before Dark — Author

Narrative fiction blending cultural themes with structured storytelling and mystery-driven plots. 2026 KDP Publishing

AFFILIATIONS

Member, HonorSociety.org, Present

Member, Tau Sigma Honor Society, Present

Enrolled Member, Jumano Apache Nation of West Texas, Present