

JULIE ACOSTA

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DIGITAL MARKETING & MEDIA COORDINATOR

- **Creative Strategist:** Combining a BA in Art with a Master's in Communication to build high-impact visual campaigns.
- **Platform Expert:** Proven track record managing cross-platform content across TikTok, Instagram, and LinkedIn.
- **Data-Driven:** Experienced in translating audience insights into content optimizations that drive engagement.

KEY SKILLS

- **Content & Creative:** Short-Form Video, Digital Storytelling, Editorial Calendars, Brand Messaging.
- **Marketing & Growth:** Campaign Execution, Audience Engagement, A/B Testing, Influencer Research.
 - **Analytics & Tech:** Google Analytics, Meta Business Suite, TikTok Analytics, Excel.

Technical Proficiencies: Canva Pro, Adobe Photoshop, Illustrator, Figma, Google Analytics, Meta Business Suite, TikTok Analytics, Microsoft Excel, PowerPoint

EDUCATION

Master of Communication Management in Organizational Communication (Part Time)

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

Bachelor of Arts in Art

University of California | Santa Cruz, CA | 2025

Associate of Arts in Studio Arts

Evergreen Valley College | San Jose, CA | 2023

Associate of Science in Art and Design with Design Emphasis

Evergreen Valley College | San Jose, CA | 2023

PROFESSIONAL EXPERIENCE

TRUE CRIME STORY 911 MEDIA GROUP | Remote, United States

Aug 2025 – Present

Marketing & Media Coordinator

- Accelerated audience growth by publishing 15+ multimedia assets weekly across TikTok, Instagram, Facebook, LinkedIn, Substack, and X using a unified content strategy.
- Translated platform metrics into creative action, authoring weekly analytical performance reports to optimize content scheduling, engagement, and content positioning.
- Produced dynamic short-form multimedia assets utilizing Canva Pro and Adobe Creative Suite to maximize visual brand storytelling and audience retention.
- Managed end-to-end editorial calendars and publishing workflows, collaborating with cross-functional internal teams to ensure timely execution of campaigns.
- Spearheaded trend research and platform-specific audience analysis to continuously evolve social media strategies and maintain strong brand visibility.

COLOR ME GORGEOUS | San Jose, CA

Sep 2016 – Dec 2025

Marketing & Brand Coordinator

- Spearheaded localized social campaigns and consumer promotions over a 9-year tenure, consistently scaling digital brand visibility and customer loyalty.
- Streamlined business operations and client outreach systems in a fast-paced environment, reducing scheduling bottlenecks and protecting brand messaging alignment.
- Designed custom marketing materials, seasonal promotional graphics, and print/digital collateral to maintain a cohesive visual identity across all public touchpoints.
- Cultivated community engagement and expanded local reach by assisting with influencer collaborations and targeted promotional partnerships.