JULIE ACOSTA

MARKETING, COMMUNICATIONS & MEDIA STRATEGIST
Integrated Marketing | Strategic Communications | Brand Management | Digital Media
San Jose, CA | 408-648-9449 | acostajulie@gmail.com | LinkedIn | JulieAcosta.org

PROFESSIONAL SUMMARY

Marketing and communications professional with nearly a decade of business ownership and brand leadership experience. Skilled in integrated campaigns, strategic communications, digital media, content strategy and performance analytics. Demonstrated results include 20% year-over-year sales growth contribution, 2,700% growth in Instagram interactions and 573% growth in TikTok views.

PROFESSIONAL EXPERIENCE

TRUE CRIME STORY 911 MEDIA GROUP **Aug 2025 - Present**
Marketing & Media Lead (Part-Time) *Remote*

- Lead cross-platform content strategy, campaign execution, editorial planning and digital publishing.
- 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, 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.

COLOR ME GORGEOUS **2016 - Dec 2025**
Owner | Brand & Marketing Director *San Jose, CA*

- Directed marketing, brand strategy, customer experience, client relationships, promotions and business operations.
- Executed 15+ multichannel campaigns, increasing customer engagement 30% and social audience 40%.
- Applied market and customer insights to positioning, promotions and retention strategies, contributing to 20% year-over-year sales growth.
- Managed promotional campaigns and digital and print assets from strategy through execution.

VOLUNTEER LEADERSHIP & STRATEGIC COMMUNICATIONS

JUMANO APACHE NATION **2026 - Present**
Tribal Council Member | Historian & Digital Communications *Remote*

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

CORE SKILLS & TECHNOLOGY

- **Marketing & Communications**: 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 **Dec 2026**
Master of Communication Management, Organizational Communication

- **Coursework:** Communication & Persuasion, Strategic Organizational Communication, Communication Strategy & Change, Public Relations

University of California, Santa Cruz **2025**
B.A., Art

- **GPA:** 3.9
- **Achievements:** Cum Laude

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