

# Julie Acosta

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## Profile

Content-focused Marketing Assistant with a strong background in graphic design, email marketing, and social media content creation. Experienced producing visual assets, short-form video, and platform-ready copy for Instagram, TikTok, Facebook, LinkedIn, X (Twitter), and Substack, with a focus on brand consistency, audience engagement, and performance reporting. Familiar with tracking metrics using TikTok Analytics, Meta Business Suite, LinkedIn Analytics, and Google Analytics (in view) to optimize content strategy. Demonstrates initiative, problem-solving, and a positive attitude in fast-paced team environments. Currently pursuing a Master's in Communication Management at USC and eager to grow within a collaborative marketing team.

## EDUCATION

09/2025 – present Los Angeles, CA	<b>Organizational Communication   Master of Communication Management</b> <b>University of Southern California</b> Expected in 12/2026
01/2024 – 05/2025 Santa Cruz, CA	<b>Art   Bachelor of Arts</b> <b>University of California</b> GPA: 3.9 Cum Laude
09/2020 – 2023 San Jose, CA	<b>Studio Arts   Associate of Arts</b> <b>Evergreen Valley College</b> GPA: Cum Laude
09/2020 – 2023 San Jose, CA	<b>Art and Design with Design Emphasis   Associate of Science</b> <b>Evergreen Valley College</b> GPA: Cum Laude

## WORK HISTORY

08/2025 – present Remote	<b>Lead Marketing &amp; Media Content Intern</b> <b>True Crime Story 911 Media Group</b> <ul style="list-style-type: none"><li>Designed and executed social content across TikTok, Instagram, Facebook, LinkedIn, Substack, and X</li><li>Increased cross-platform engagement by 500%–1700%+ in four months through analytics-informed strategy</li><li>Boosted TikTok views by 573% by refining formats and storytelling</li><li>Grew TikTok visibility to 4,300+ unique viewers with consistent publishing</li><li>Raised Instagram interactions by 2,700% through Reels and CTAs</li><li>Collaborated across departments to align visuals with campaign goals</li><li>Reported performance metrics weekly to improve content output</li><li>Contributed market research insights to support campaign targeting</li></ul> <b>Content Creation &amp; Management:</b> <ul style="list-style-type: none"><li>Produced and edited 50+ multimedia pieces, increasing audience engagement by 35%</li><li>Developed a weekly content calendar that improved publication consistency by 40%</li><li>Curated trending true crime topics, boosting monthly site visits by 25%</li></ul> <b>Marketing &amp; Analytics:</b> <ul style="list-style-type: none"><li>Executed targeted social media campaigns generating a 20% rise in followers across platforms</li></ul>
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## WORK HISTORY

- Analyzed campaign data to optimize content strategy, resulting in a 15% increase in click-through rates
- Coordinated cross-channel promotions that enhanced brand awareness and audience retention

01/2016 – present  
San Jose, CA

### **Marketing & Brand Coordinator**

#### **Color Me Gorgeous**

- Created branded content across social platforms
- Designed digital and print assets (flyers, cards, social posts)
- Ensured brand consistency across all digital touchpoints
- Managed digital assets for efficient team use
- Handled client communications and supported project flow
- Demonstrated initiative by expanding responsibilities beyond original role

#### **Campaign Management & Execution:**

- Designed and executed 15+ multi-channel marketing campaigns, boosting customer engagement by 30%
- Coordinated influencer partnerships that increased brand mentions by 25% in six months

#### **Brand Development & Positioning:**

- Revamped brand guidelines, resulting in a 40% rise in social media followers and improved brand consistency
- Conducted market research that informed repositioning strategy, contributing to a 20% sales growth year-over-year

2024 – present  
San Jose, CA

### **Freelance Designer**

#### **La Raza Historical Society of Santa Clara Valley**

- Transformed complex research into clear, accessible content
- Increased event turnout by creating targeted visual materials
- Assisted instructors in developing engaging, creative learning environments
- Organized and managed studio resources efficiently
- Maintained professional communication and coordination within team settings

01/2025 – 03/2025  
Santa Cruz, CA

### **Art Studio Intern**

#### **Studio Sprout**

*Children's Art Studio | Ages 5–9*

- Supported daily art classes for children ages 5–9 by assisting with project setup, preparing materials, and organizing the classroom
- Guided students through creative projects, promoting self-expression, confidence, and problem-solving skills
- Supervised children during classes to ensure a safe, inclusive, and positive learning environment
- Assisted instructors with lesson execution, cleanup, and smooth transitions between activities
- Helped plan and prepare seasonal projects, workshops, and special events
- Maintained studio organization by cleaning, restocking supplies, and preparing workspaces for classes
- Collaborated with staff to support smooth class operations and address students' individual needs
- Fostered creativity and engagement by celebrating students' work and encouraging active participation

## 🧪 CORE SKILLS

### - MARKETING AND CONTENT CREATION

Social media content creation (Instagram, TikTok, LinkedIn, Facebook, X)

Email marketing campaigns and newsletter content

Short-form video production (Reels, TikTok)

Caption writing and CTA development

Content scheduling and publishing across platforms

Content calendar management

Market research and audience insights

Digital asset management

### - ANALYTICS AND OPTIMIZATION

TikTok Analytics

Meta Business Suite

LinkedIn Analytics

Google Analytics (in view)

Performance tracking and reporting

A/B testing and content optimization

### - CREATIVE TOOLS

Canva Pro

Adobe Photoshop, Illustrator, Express

Figma

Visual storytelling for digital and print

### - DESIGN SKILLS

Visual Design

Brand Consistency

Campaign Strategy

Performance Reporting

Cross-Functional Collaboration

Problem Solving

Initiative

Audience Engagement

Client Communication

Project Coordination

Content Optimization

Adaptability

### - SOFT SKILLS

Strong written and verbal communication

Cross-functional collaboration

Multitasking and initiative

Problem-solving

Time management & prioritization

Professionalism & attention to detail

Adaptability and creativity

Positive attitude

## 🌐 WEBSITES, PROFILES

[www.JulieAcosta.org](http://www.JulieAcosta.org)

[www.linkedin.com/in/julie-acosta-aba45261](http://www.linkedin.com/in/julie-acosta-aba45261)

## ❤️ AFFILIATIONS

present

**Member**  
**HonorSociety.org**

present

**Member**  
**Tau Sigma Honor Society**

present

**Enrolled Member**  
**Jumano Apache Nation of West Texas**

## MOST RECENT EXHIBITIONS / PROJECTS

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2023 Outstanding Achievement, EVC Student Show

2022 - 2025 Juried Art Shows, Open Studios

## MOST RECENT AWARDS

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2023 Outstanding Achievement, Evergreen Valley College Student Show

2025 Eduardo Carrillo Scholarship

## CERTIFICATIONS

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Google Analytics

## Publications

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11/2024 **Xiutla**  
**Padilla Press**  
BODNBN7FTB  
Set in 16th-century Mexico and Spain, *Xiutla* tells the story of Ysabel Xuihtlamiyaual, a young Nahua woman from the lush, vibrant valley of Xiutla, and her journey to preserve her people's heritage amid the Spanish conquest. Ysabel, the daughter of a chieftain, finds herself a bridge between her indigenous roots and the Spanish world, balancing love, resilience, and duty as she enters an arranged marriage with a Spanish nobleman. Through generations, her legacy endures, carried forward by her grandson Tlamatini, who seeks to reclaim his heritage and connect with the land and spirit of his ancestors. *Xiutla* is a powerful narrative of cultural pride, transformation, and the quest to keep one's identity alive across time and adversity.

## Strengths

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Critical Thinking Storytelling with Purpose Exceptional Attention to Detail

Strong Editorial Judgment Ability to Work Across Disciplines Cultural Intelligence & Integrity

Self-Directed & Persistent Emotional Insight (Without Losing Professionalism)

Collaborative, But With a Clear Voice

## Hobbies

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 Being an Academic

 Creative Writing - Working on my next book

 Trying new foods

 Listening to music

 Getting lost in a good book

 Spending time with my rescue dogs

 Creating Art

 Creating my own podcast