

Julia Mazza

Keep Calm and Write Creatively

(551) 804-6719

jmazza1207@gmail.com

Portfolio Website: www.juliamazzawriter.com/showcase

Freelance writer and social media creator with experience in the film, theater, pop culture, and entertainment spaces. Self-starter who brings creativity and strong editing skills to produce content tailored to specific audiences. Seeking opportunities to apply my experience and skills in content creation and storytelling in order to achieve a company or client's goals.

Professional Experience

Social Media and Marketing Creator

- Produced content for influencer campaigns, working with clients including: **Disney-Pixar • Tyler the Creator's GOLF WANG • American Express • Blue Jacket Fashion Show • Mingle Mocktails • Geena Davis Institute • New Jersey Hospital Association • iJoy • Choose: New Jersey.**
- Brainstorms and produces photo/video content for [@magicallyjulia](#) influencer account on Instagram and TikTok.
- Grew engagement on [@magicallyjulia](#) organically 534% over three years.
- Identifies and tracks trends, and taps into humor within niche interests and online communities.
- Track record of employing strategic approaches to posting content, tailored to the preferences of platform algorithms, to increase key metrics, including engagement, likes, shares, and follows, including growing like count by 1900% over four years.
- Facilitates community management across various platforms, including answering comments and messages (leveraging the established tone and personality of each brand), and monitoring audience sentiment.

Writer and Copywriter

- Ideates, writes, and edits highly engaging stories for various online publications including [The Daily Beast](#), [The Knockturnal](#), and [Buzzfeed](#).
- Curates, writes, and publishes the Geena Davis Institute's weekly newsletter, *Must-See News*.
- Accumulated >157,500 views globally [on a piece for BuzzFeed](#).
- Interviews talent, including **Disney-Pixar's Inside Out 2 director Kelsey Mann, fashion icon Patricia Field, TV writer-showrunner-producer Meredith Scardino, and biographer David Stenn.**
- Wrote and edited creative copy for promotional newsletters and push notifications for ZinBin, social media app for pop culture fans.

Employment

Marketing and Social Media Coordinator	Geena Davis Institute	Jun. 2022 - Present
Creative Strategist/Influencer	@magicallyjulia	Aug. 2017 - Present
Freelance Writer	Various Publications	2017 - Present
Freelance Copywriter	ZinBin	May 2022 - Jan. 2023
Marketing Assistant	Mitchell Martin, Inc.	Jun. 2019 - Feb. 2020
Substitute Teacher/Teachers' Assistant	New Jersey Elementary Schools	Sept. 2015 - Jun 2022

Core competencies

Instagram	X/Twitter & Threads	TikTok	Pinterest	Facebook
Capcut	Canva	AP Style	Photography	Content Calendars
Analytics & KPIs	Visual Design	Hootsuite	Social Copywriting	Image Editing
Wordpress	Adobe Suite	Mailchimp	Sense of Humor	Spelling Bee Champ
Knowledge of Pop Culture & Current Trends				

Education

Bachelor of Arts, Psychology
Ramapo College of New Jersey, Mahwah, NJ