

JULIE BIANCHERI

CONTACT INFORMATION

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www.itsmejuliebmarketing.com

SKILLS

- Presentation and Public Speaking
- Written & Oral Communication
- Creativity & Problem Solving
- Teamwork
- Willingness to Learn and Grow
- Time Management

TECHNICAL SKILLS

- Social Marketing Hootsuite Certification
- Adobe Creative Suite
- Hootsuite Platform Certification
- Inbound Marketing HubSpot Certification
- Sprout Social
- Google Analytics for Beginners
- Google Suite (Sheets, Docs, Slides, Drive)
- Microsoft Teams, Outlook, Word, PPT, Excel
- Slack, Wrike
- Web Design (WIX, WordPress)
- Green Dot Bystander Intervention Certification

EDUCATION

University of Central Florida Class of 2021

BA THEATRE STUDIES

BA ADVERTISING/PUBLIC RELATIONS

MUSIC MINOR

- Dean's list every year
- Inducted into official honor society of the National Communication Association, **Lambda Pi Eta.**

WORK EXPERIENCE

It's Me, Julie B! Productions (New York, NY) (New York, NY)

JANUARY 2023-PRESENT

- Producing cabaret shows around NYC at venues such as 54 Below, The Green Room 42 and Don't Tell Mama
 - Write up a pitch to venue
 - Brainstorm marketing ideas
 - Create and schedule social posts (TikTok, Instagram)
 - Manage a budget
 - Hold auditions and set up rehearsal schedule
 - Communicate with press, media and agents
 - Hire a music director and band
 - Generate ticket sales
 - Coordinate travel for talent

Allied Global Marketing (New York, NY)

COPYWRITER (DECEMBER 2021 TO OCTOBER 2022)

COPYWRITER INTERN (MAY 2021 TO DECEMBER 2021)

- Wrote social and search ad copy, scripts for audio and video ads, strategic advertising concept write-ups and ideated campaign headlines/taglines
- Collaborated with creative team in brainstorming and developed concepts for campaigns
- Helped AMC Networks achieve goal of hitting 9 million subscriptions in 2021
- Clients: Amazon, AMC+, BroadwayHD, Napster, Netflix, Apple TV, Sundance Now, Acorn TV, Marquee TV, Oregon Shakespeare Festival, Born Free USA, Elf on the Shelf

Orlando Fringe International Theatre Festival (Orlando, FL)

MARKETING INTERN

JANUARY 2021 TO MAY 2021

- Collaborated with marketing and development teams
- Managed and maintained social media (Facebook, Twitter, Instagram, LinkedIn) for Orlando Fringe, Visual Fringe and Kids Fringe pages
- Designed graphics, wrote copy and scheduled posts for social media
- Input show descriptions, images, and ticket information for 35+ shows onto Orlando Fringe website
- Wrote radio copy promoting the festival. Featured on WOCA radio station
- Created and led campaigns
- Impressions increased 143%, engagements increased 75.5%, total net audience growth 353%