

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

The Juilliard School Spring 2024

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

- Writing copy and pitches, designing graphics, creating video content and concepts and making marketing materials for cabarets around NYC
- Produced 20+ cabaret shows at venues such as 54 Below, The Green Room 42 and Don't Tell MamA.
- 3 shows were brought back for encore performances, and 1 show concept was extended with 12 more performances due to high ticket sales and raving reviews
- Create and schedule social posts (TikTok, Instagram)
- Communicate with press, media and agents, music director, videographer

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 art directors, client, designers in brainstorming and developed campaign concepts for various clients
- Crafted copy that is engaging, effective and aligns with the brand's voice
- Adapted copy language to suit USA, Australia, New Zealand and Latin American audiences
- Helped AMC Networks achieve goal of hitting 9 million subscriptions in 2021
- Clients: BroadwayHD, Amazon, AMC+, 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 director and development team
- Managed and maintained social media accounts (Facebook, Twitter, Instagram, LinkedIn) for Orlando Fringe, Visual Fringe and Kids Fringe pages
- Input show descriptions, images, and ticket information for 35+ shows onto Orlando Fringe website
- Ideated and led a social media campaign to increase organic engagement with followers
- Wrote radio copy promoting the festival. Featured on WOCA radio station
- Impressions increased 143%, engagements increased 75.5%, total net audience growth 353%