

# JULIE BIANCHERI

## CONTACT INFORMATION

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[www.itsmejuliebmarketing.com](http://www.itsmejuliebmarketing.com)

## SKILLS

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

## TECHNICAL SKILLS

- Google Suite (Sheets, Docs, Slides, Drive)
- Microsoft Teams, Outlook, Word, PPT, Excel
- Task Management: Slack, Wrike
- Social Media Management: Sprout Social, Hootsuite
- Web Design: WIX, WordPress
- Graphic Design: Adobe Creative Suite, Canva
- Green Dot Bystander Intervention Certification

## EDUCATION

### University of Central Florida Class of 2021

BA ADVERTISING/PUBLIC RELATIONS  
BA THEATRE STUDIES  
MUSIC MINOR

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

## WORK EXPERIENCE

### Freelance (New York, NY)

JANUARY 2023-PRESENT

- Writing copy and pitches, designing graphics, creating video content and concepts and making marketing materials for 30+ shows at 54 Below, Don't Tell Mama, The Beechman and more
  - 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
- Creating engaging social media content to increase ticket sales (TikTok, Instagram)
- Content collaborations with 54 Below, CastMeNow and more to increase brand awareness and promotions

### 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. Wrote creative briefs.
- Crafted copy (radio, video, social media, out-of-home, email) for campaigns that was engaging, effective and aligned 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%