

JULIE BERMAN

CONTACT INFORMATION

 www.linkedin.com/in/itsmejulieb

julieberman7@gmail.com

954-279-5838

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

EDUCATION

University of Central Florida

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**.

The Juilliard School

WORK EXPERIENCE

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

PRODUCER (JANUARY 2023 TO 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
 - Manage a budget
 - Hold auditions and set up rehearsal schedule
 - Communicate with press, media and agents
 - Brainstorm marketing ideas
 - Create and schedule social posts (TikTok, Instagram)
 - Hire a music director and band
 - Generate ticket sales
 - Coordinate travel for talent

Allied Global Marketing (New York, NY)

COPYWRITER (MAY 2021 TO OCTOBER 2022)

- 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 (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%