

JULIE BIANCHERI

CONTACT INFORMATION

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www.itsmejuliebmarketing.com

SKILLS

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

TECHNICAL SKILLS

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

JANUARY 2023-PRESENT

- Produced 15+ cabaret shows around NYC at venues such as 54 Below, The Green Room 42 and Don't Tell Mama
 - Write up pitches and communicate with programming director, media and agents
 - Content creation (designed graphics, copy and scheduled posts for social media)
 - Ideate and create social ad campaigns to build awareness of shows and boost ticket sales
 - Use paid and owned media to promote and reach target audiences

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)

SOCIAL MEDIA MARKETING INTERN

JANUARY 2021 TO MAY 2021

- Collaborated with marketing and development teams
- Manage and oversee social media presence across Facebook, Twitter, Instagram and LinkedIn for Orlando Fringe, Visual Fringe and Kids Fringe pages
- Engaged with followers and responded to customer inquiries/comments across all platforms.
- 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
- Developed and executed social media strategies and campaigns
- Analyzed social media performance with Sprout Social. Impressions increased 143%, engagements increased 75.5%, total net audience growth 353%