

JULIA CONTORNO

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EXPERIENCE

Social Media Director, Katie Couric Media, New York, NY

April 2025- PRESENT

- Create and strategize all content for @katiecouric and @katiecouricmedia for 10 million+ followers across all social media platforms
- Grew following across platforms by 400k within first three months
- Increased engagement 30% within first three months with over 200 million views and 30 million engagements across platforms
- Develop distinct brand identities for @katiecouric and @katiecouricmedia and ensure the consistency and cohesion of these identities across platforms and channel Katie's voice and tone for all social copy and posts
- Manage and execute all on-site social content creation for live events, podcast tapings, interviews, etc.
- Produce and edit short-form video content

Social Media Assistant, Avant Gardner/Brooklyn Mirage, Brooklyn, NY

August 2021-July 2025

- Produce and manage content for live events at the Avant Gardner and Brooklyn Mirage concert venues
- Shoot content on-site during concerts & events for Tik Tok & Instagram
- Assist in creation of content and advertising material for curated events hosted at Avant Gardner
- Manage photography team during events and assist with shot-lists
- Assist in archival recording of shows and additional media tasks as needed

Social Media & Brand Manager, Charitybuzz, New York, NY

November 2021- March 2025

- Design and implement top-down social media campaigns for A-list celebrity partners, including Cher, Ryan Reynolds, Bradley Cooper, George Clooney, driving increased visibility and audience engagement resulting in over \$1.6M raised
- Increased social impressions by 200% YOY & increased site traffic from social by 75% YOY
- Directed social media strategy for 100+ non-profit partners including St. Jude's, MusiCares, Save the Music, & more generating over 500,000 unique site sessions that lead to more than \$375,000+ in net new auction bids placed
- Manage and facilitate fan outreach and influencer programs for relevant auctions and sweepstakes
- Develop marketing strategy for campaign partnerships and events including the GRAMMY Awards, Ohana Music Festival, TONY Awards & more
- Served as experience liaison for Charitybuzz experiences by overseeing ROS and directing content capture

Social Media Manager, Lemieux et Cie, New York, NY

January 2021- November 2021

- Created and executed content creation for brand Instagram, TikTok, Twitter, Facebook, YouTube, and LinkedIn
- Launched brand Instagram account and scaled to 100k
- Coordinated social media content for brand partnerships including Architectural Digest and Anthropologie
- Worked on-site at shoots as a production assistant and captured content

FREELANCE

Social Media Strategy & Content

Clients Include: Boiler Room, Armada Music, Nightmode Video, Psylent Management, Your Culture

SKILLS

Microsoft Office Suite, Google Suite, Adobe Creative Suite (Adobe Premiere Pro, Adobe Photoshop, Adobe Lightroom), Wordpress, Mailchimp, Social Media (Tik Tok, Instagram, YouTube, Twitter, LinkedIn, Facebook, Reddit), Google Ads, Facebook Ads, Google Analytics, Copywriting, Canva

EDUCATION

New York University, Tisch School of the Arts / College of Arts and Sciences New York, NY

Bachelor of Fine Arts, Cum Laude Honors, Film and Television & Politics

Minor in History

GPA: 3.832

AWARDS/ HONORS

NYU University Honors Scholar (Top 40% of Graduating Class)

NYU Tisch School of the Arts Dean's Honors List