

JULIA CONTORNO

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EXPERIENCE

Social Media Manager, Okeechobee Music & Arts Festival, New York, NY **December 2025- PRESENT**

- Manage day-to-day social media management and posting for Okeechobee Music Festival across channels
- Spearheaded festival on-site social team, gathering over 6 million views in 4 days
- Increased follower count by 14% YoY
- Increased Instagram engagement by 150% month over month and views by 50%, amassing over 4 million views in 2 months
- Create engaging video content aligned with brand identity and current social media trends.
- Produce social first video and static content for organic posts and paid ads
- Create and optimize festival shot list for on-site content capture across 8 stages

Social Media & Marketing Manager, Max Styler/Metatone Management, New York, NY **July 2025- PRESENT**

- Launched and manage day-to-day social media management and posting schedules for Max Styler & Nu Moda Records
- Ideate and execute social plans for track roll-outs and event announcements in collaboration with PR efforts and brand partnerships
- Assist in creative direction on release art, artist merch, event branding, and social content for Max Styler & Nu Moda Records
- Create and produce original, social first content for artists at concert and festivals
- Strategized and managed branding and social media plans for the launch of Mad Minds NYC, a label by Layton Giordoni

Social Media & Content Director, Katie Couric Media, New York, NY **April 2025- October 2025**

- Created and strategized all content for @katiecouric and @katiecouricmedia with 12 million+ followers across all social media platforms
- Grew following across platforms by over 500k, most notably on Instagram and TikTok
- Increased engagement 30% within first three months with over 200 million views and 30 million engagements across platforms
- Developed 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
- Managed and executed all on-site social content creation for live events, podcast tapings, interviews, etc.
- Produced and edited short-form video content, wrote video scripts, and edited podcast social cuts

Social Media Producer, Avant Gardner/Brooklyn Mirage, Brooklyn, NY **August 2021-July 2025**

- Produced and managed content for live events at the Avant Gardner and Brooklyn Mirage concert venues
- Shoot content on-site during concerts & events for Tik Tok & Instagram
- Managed media teams during events and assisted with shot-lists deliverables
- Assisted in archival recording of shows and additional media tasks as needed

Marketing & Social Media Manager, Charitybuzz, New York, NY **November 2021- March 2025**

- Designed and implemented top-down marketing 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. Jukes, 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
- Served as experience liaison for Charitybuzz experiences by overseeing ROS and directing content capture

FREELANCE

Social Media Producer & Shooter

Clients Include: CBGB Festival, Experts Only Festival Boiler Room, Armada Music, Nightmode Video, Mutual Friends Agency

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, Meta Business Suite

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