

Julia Stocki

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Skills

Video production

Content creation

Platform specific social media expertise

Social media management

Creative content strategy

Influencer & partnership strategy

Project management

Community engagement

Customer relationship management

Adobe Premiere and Photoshop

Market research and analysis

Education

BFA Art & Design

University of Michigan 18'

Fashion History & Photo

Institut de Catholique de Paris 17'

Summary

Social Media Marketer and content creator with extensive experience in developing and executing social media strategies across multiple platforms. Known for managing editorial calendars, building strong community connections, and aligning content strategies with business and mission goals. Proven ability to craft growth strategies, track performance metrics, and lead campaigns that engage target audiences and drive measurable results. With a deep commitment to social justice, I bring a collaborative approach to leveraging social media for positive change, particularly passionate about slow fashion and wellness CPGs.

Experience

Clare V. | Social Media Manager

November 2022 - Present

- Led social media strategy development and execution across Instagram, TikTok, Facebook, X, LinkedIn, and YouTube, ensuring alignment with business goals and objectives.
- Developed and maintained a weekly content calendar, incorporating platform-specific strategies to maximize native engagement and leverage each platform's unique features.
- Managed the creation and execution of social media content, focusing on driving engagement and community growth while maintaining a consistent brand voice.
- Collaborated closely with cross-functional teams, including PR, to support influencer partnerships and VIP product seeding initiatives.
- Created and delivered performance reports analyzing key metrics such as engagement rates, reach, impressions, and video views, providing actionable insights to optimize future content and campaigns.
- Developed and executed video content initiatives for increased brand visibility on social.
- Monitored and tracked cultural trends, platform updates, and breaking news to inform content strategy and identify timely opportunities for - engagement.
- Oversaw and managed social media accounts to ensure consistent messaging and alignment with broader marketing strategies and goals.
- Identified and nurtured relationships with tastemakers and influencers for strategic brand partnerships and content collaborations.

GIBLIB | Growth Marketer & CRM Manager

July 2020 - July 2022

- Developed and executed subscription retention strategies.
- Managed customer success team for designing complete sales pipelines for B2C and B2B clients.
- Launched loyalty program, referral program, and upgrade program to increase CAC and LTV.
- Leveraged data to develop new messaging strategies and continually optimize campaign performance.
- Utilized tracked data and reports of customer behavior to guide critical decisions with executive team.
- Developed campaigns to drive engagement with the platform to improve annual renewal rate by 20%.
- Improved early subscription retention by 30% with an automated persona-based onboarding campaign.
- Handled all customer inbound messages using CRM to ensure client satisfaction and upgrade accounts.
- Produced email campaigns to drive traffic to new content and platform features.

Social Media Manager & Video Editor

August 2018 - July 2020

- Developed multi-channel social strategy to improve SEO and highlight new products.
- Created trailers and highlight reels for platform releases to drive utilization and repurpose content.
- Constructed and maintained daily posting schedule across Instagram, Facebook, Twitter, and Youtube.
- Edited engaging educational long-form content, created motion graphics, and worked on production set.