

JULIA DECKER

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EDUCATION

Colorado College Bachelor of Arts in English and Journalism , Dean's List: 3.9 GPA <i>Social Media Manager & Writer, The Catalyst: Student Newspaper</i> <ul style="list-style-type: none">Conducted interviews; produced narrative-driven 600-800 word articles under tight deadlines. Grew publication's digital presence by 30%. Created reels and interactive content across platforms. <i>Head Choreographer, Colorado College Dance Workshop</i> <ul style="list-style-type: none">Oversaw full creative and logistical direction for a cast of 40+ students.Directed rehearsals, managed scheduling, coordinated casting, and performed as a featured dancer. <i>Marketing Director, Colorado College Women in Business Club</i> <ul style="list-style-type: none">Drove membership growth up by 20% through strategic content creation, social media management, and event planning aligned with the mission of empowering women.	05/2026 Colorado Springs, CO 09/2023 - Present 09/2023 - Present 12/2024 - Present
Syracuse University Semester Abroad Coursework in Communications, Literature, and Italian Language	Fall, 2024 Florence, Italy
The Chapin School High School Diploma <ul style="list-style-type: none">3.9 GPA. Recipient of "Exceptional Service to the Arts" Award in Dance.Award-winning competitive dancer. Performed at Barclay's Center and Madison Square Garden.	06/2022 New York, NY
Alzar School Leadership and Cultural Exchange Semester Abroad <ul style="list-style-type: none">Proficient in Spanish. Wilderness First Aid Certified. Swiftwater Safety Certified.	Fall, 2019 Idaho and Patagonia, Chile

MARKETING & COMMUNICATIONS EXPERIENCE

Related Companies Marketing and Events Analyst, The Shops at Columbus Circle & Hudson Yards <ul style="list-style-type: none">Managed Instagram, TikTok, and Facebook with monthly content briefs tailored to audience demographics.Produced short-form videos, tracked trends, and boosted engagement through platform-specific storytelling. Created the account's most viral video with 12.5K views (30–60x higher than average).Captured live content at events including the premiere of Happy Gilmore 2 with Netflix & 1iota.Partnered with retail and restaurant tenants to create promotional opportunities & strengthen relationships.Researched industry trends and competitors to ensure relevance in luxury retail and tourism markets.	06/2025 - 08/2025 New York, NY
Ellucian Communications Intern, Brand Team <ul style="list-style-type: none">Devised press releases, video content scripts, social copy, and articles for the internal EdTech newsletter.Spearheaded social media campaign highlighting the internship program, which increased engagement by 5% compared to the industry average.Designed graphics using <i>Canva Pro</i> and <i>Adobe Premiere Pro</i>. Expert with <i>Sprout Social</i>.	05/2024 - 08/2024 New York, NY
Mattel Creativity and Innovation Intern, Mattel Global Headquarters <ul style="list-style-type: none">Created and presented innovative business pitch to management - marketed for pop culture consumers celebrating Mattel's 80th anniversary. Ideas implemented by Corporate.Analyzed data and collaborated with eight cross-functional departments to uncover innovative, inclusivity-driven toy concepts through discipline-specific ideation approaches.	01/2024 - 01/2024 Los Angeles, CA
Lululemon Educator <ul style="list-style-type: none">Completed corporate retail training program.Led execution of omnichannel initiatives enhancing customer experience and increasing sales efficiency.	06/2023 - 08/2023 East Hampton, NY

SKILLS

Copywriting; Graphic Design; MS Office; CapCut; TikTok Ads Manager; Digital Marketing & Management, RStudio