

JULIA DECKER

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EDUCATION

Colorado College	05/2026
Bachelor of Arts in English and Journalism , Dean's List: 3.9 GPA	Colorado Springs, CO
Social Media Manager & Writer, The Catalyst: Student Newspaper	09/2023 - Present
• 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.	
Head Choreographer, Colorado College Dance Workshop	09/2023 - Present
• Oversaw full creative and logistical direction for a cast of 40+ students.	
• Directed rehearsals, managed scheduling, coordinated casting, and performed as a featured dancer.	
Marketing Director, Colorado College Women in Business Club	12/2024 - Present
• Drove membership growth up by 20% through strategic content creation, social media management, and event planning aligned with the mission of empowering women.	
Syracuse University Semester Abroad	Fall, 2024
Coursework in Communications, Literature, and Italian Language	Florence, Italy
The Chapin School	06/2022
High School Diploma	New York, NY
• 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.	
Alzar School	Fall, 2019
Leadership and Cultural Exchange Semester Abroad	Idaho and Patagonia, Chile
• Proficient in Spanish. Wilderness First Aid Certified. Swiftwater Safety Certified.	

MARKETING & COMMUNICATIONS EXPERIENCE

Related Companies	06/2025 - 08/2025
Marketing and Events Analyst, The Shops at Columbus Circle & Hudson Yards	New York, NY
• 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.	
Ellucian	05/2024 - 08/2024
Communications Intern, Brand Team	New York, NY
• 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 Canva Pro and Adobe Premiere Pro. Expert with Sprout Social.	
Mattel	01/2024 - 01/2024
Creativity and Innovation Intern, Mattel Global Headquarters	Los Angeles, CA
• 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.	
Lululemon	06/2023 - 08/2023
Educator	East Hampton, NY
• Completed corporate retail training program.	
• Led execution of omnichannel initiatives enhancing customer experience and increasing sales efficiency.	

SKILLS

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