



JULIA L.
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[Portfolio](#) | [LinkedIn](#)

EDUCATION

- RUTGERS UNIVERSITY** | Masters of Information – *New Brunswick, NJ* May 2024
- **Relevant Coursework** GPA 4.0
Digital Journalism; Digital Media Innovations; Foundations in Data Science
- SKIDMORE COLLEGE** | Bachelors in History & Anthropology – *Saratoga Springs, NY* Jan 2020
- Honors: summa cum laude, Dean's List (All Semesters) GPA 3.9
 - Honors Societies: Phi Beta Kappa & Phi Alpha Theta
 - Minor in Media & Film Studies

COMMUNICATIONS EXPERIENCE

- NEWSLETTER PRODUCER** | Flemington DIY – *Remote* Nov 2023 – Present
- Curates upcoming programming into weekly email newsletter in MailChimp for an audience of 2.5k subscribers
- MARKETING COORDINATOR** | Playback Health – *Remote* Aug 2022 – Aug 2023
- Presented research on competitors' brand and social media strategies in Google Slides
 - Implemented and tracked new strategy for Instagram, Twitter/X, LinkedIn, and Facebook by building a content calendar and analytics dashboard in Google Sheets
 - Dynamic media production of graphics with Canva and videos with Adobe Premiere Pro for B2B newsletters, blog, and social media posts
 - Managed merchandise orders by collecting requests through Jotform and tracking purchases in AirTable
- EVENTS ASSISTANT** | Rutgers University SC&I – *Remote* Jan 2022 – June 2023
- Organized Zoom webinars for guest speaker events
 - Publicized programming by collaborating with graphic design team and sending flyers to subscribers, as well as emailing parties of interest within the university and local communities
- TEAM LEADER** | Voter Choice NJ – *Remote* Sept 2020 – June 2021
- Founded social media and video teams for a state-wide non-profit
 - Developed a brand logo in Adobe Illustrator and brand style guide in Google Slides to encourage a cohesive story across marketing and promotional materials
 - Adept content creation for social media graphics using Canva

WORK EXPERIENCE

- CUSTOMER SUCCESS COORDINATOR** | Playback Health – *Remote* Sept 2021 – Present
- Developed AirTable and Google Suite workspaces to improve project management and track internal assignments, client relationships, and merchandise orders
 - Initiated customer persona project to better understand user pain points using visualization tools in Canva and Figma
 - Managed customer support chat, providing prompt technical support to users
- LIBRARY ASSISTANT** | Montville Township Public Library – *Montville, NJ* April – Dec 2021
- Supported readers of all ages through summer reading and other programming, as well offering readers' advisory
 - Provided courteous patron service by updating registrations, navigating local and county collections, placing holds, and offering guidance on physical and digital library resources

SKILLS

- **Content Creation:** Adobe Creative Suite; Canva; Figma
- **Web Design:** Wix; Squarespace; Notion; Basic HTML and CSS
- **Project Management:** Google Suite; Microsoft Office; AirTable; Trello; Asana
- **Writing & Editing:** Poynter ACES Certification in Editing; Chicago Manual of Style; APA Style; AP Style