

Julia Peterson

Journalist
Massachusetts | juliaserwaap@gmail.com

Professional Summary

Multimedia journalist and content strategist with several years of experience producing lifestyle and entertainment coverage across digital, print, and podcast formats. Experienced in leading editorial workflows, managing WordPress/CMS publishing, and optimizing stories for SEO and social distribution across Instagram, X, and Facebook. At The Hollywood Times, increased organic search traffic by approximately 20% and secured 30+ exclusive interviews through relationship-driven reporting, demonstrating a blend of audience growth, editorial coordination, and platform-specific storytelling.

Areas of Expertise

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|----------------------------|------------------------------|-----------------------------|------------------------|
| • Reporting & Storytelling | • WordPress & CMS Publishing | • Social Media Distribution | • Adobe Creative Suite |
| • Email Marketing & CRM | • SEO | • Podcast Production | |

Professional Experience

Entertainment Journalist (Freelance), THE HOLLYWOOD TIMES, CA

Sept 2021 to Present

- Freelance entertainment journalist covering film, culture, and interviews for digital audiences.
- Publish 3-5 features and reviews weekly to maintain editorial cadence.
- Secure 30+ exclusive interviews through relationship-driven reporting.
- Optimize headlines, metadata, and on-page copy in WordPress/CMS to lift organic traffic by ~20%.

Staff Writer, Lifestyle/Fashion Journalist (Part-time), GUERRILLA MAGAZINE, MA

Oct 2025 to Present

- Part-time staff writer covering lifestyle and fashion stories for Gen Z and millennial readers.
- Develop social promotion plans for long-form features, contributing to ~25% organic traffic growth and stronger referral performance.
- Coordinate logistics and on-site production for a live-recorded event amplifying BIPOC femme voices.
- Build style guidelines and streamline print and digital workflows for consistency.

Creative Director (Contract), THE BLACK STARS AGENCY, MA

Jan 2024 to Present

- Contract creative director leading multimedia campaign strategy and cross-functional delivery.
- Drove strategy for 12+ client campaigns, increasing engagement by 22% on average.
- Increased social mentions by 30% through integrated planning and cross-channel promotion.
- Co-produced and co-hosted the podcast "LOL What Now" across 2 seasons and 12 episodes, managing guest outreach, show prep, and promotion.
- Produced 12 videos, 5 microsites, and 8 interactive experiences with a team of 3-5 creators, generating 120,000+ combined views and a 40% lift in time on site.
- Served as primary liaison between clients, designers, and developers, authored 10+ briefs, and cut delivery time by 20%.

Youth Worker (AmeriCorps Service Term), DIAL/SELF AMERICORPS PROGRAM, MA

Aug 2025 to Jul 2026

- AmeriCorps service role focused on youth development, workshop facilitation, and program coordination.
- Designed and delivered leadership, career-planning, and healthy-relationship workshops to improve goal-setting and decision-making.
- Coordinated volunteer programs to expand community engagement and strengthen youth ownership of projects.
- Completed 1,700 service hours supporting national and local initiatives.
- Maintained case records and program documentation to support monitoring, evaluation, and reporting.

Content Syndication Writer (Contract), BLAVITY INC., GA

Jun 2024 to Aug 2024

- Contract content syndication writer adapting stories for partner outlets while maintaining publication standards across channels.
- Curated and adapted articles for syndication across multiple news platforms to expand visibility and audience reach.

- Developed and edited website copy, brochures, newsletters, and promotional materials to keep messaging consistent.
- Partnered with sales and marketing to integrate product and service insights into targeted advertising content.
- Built and managed editorial calendars to streamline workflows and ensure timely publication.

Contributing Writer Intern, EXHIBIT A MAGAZINE, New York

Feb 2024 to Dec 2024

- Contribute relationship and fashion coverage with a focus on service journalism and pitch development.
- Authored 30+ features, increasing article engagement by 28% and readership by 12%.
- Developed editorial concepts and pitches that secured 5 ongoing contributions to higher-profile publications.
- Delivered polished copy across 100+ pages of content with a sub-1% error rate.

News Writer Intern, MXDWN.COM, MA

Feb 2024 to Aug 2024

- Support entertainment coverage, guest outreach, and editorial planning for digital publishing.
- Crafted email campaigns that increased open rates by ~10% and click-through rates by ~15% for episode promotions.
- Managed social media channels, contributing to ~20% follower growth during tenure.
- Secured interviews with 200+ potential guests and researched 230+ prospective story ideas to support editorial planning.

Public Relations Communications Specialist Intern, BK STYLE FOUNDATION, NY

Feb 2024 to Jun 2024

- Support press outreach, event promotion, and email performance in a high-volume nonprofit environment.
- Drafted 20+ press releases and campaign materials, contributing to ~15% more media placements.
- Managed media relations and event communications for gatherings of 200+ attendees.
- Assessed communications risks and advised senior management on response strategies.
- Used HubSpot and Mailchimp to optimize email campaigns, increasing open and click rates by ~12%.
- Leveraged Microsoft Office, Airtable, and CRM tools to organize media lists and track workflows.

Education

Southern New Hampshire University, Hooksett, NH

Master of Arts in Communications, Aug 2025 to Present

Expected graduation: June 2027.

Southern New Hampshire University, Hooksett, NH

BACHELOR OF ARTS: COMMUNICATIONS, Aug 2021 to Jun 2023

Graduated Cum Laude

Honor Society of Leadership and Success

Holyoke Community College, Holyoke, MA

ASSOCIATE OF ARTS: LIBERAL ARTS, Sept 2018 to Jun 2020

Graduated Cum Laude

Student Senator

Links

[LinkedIn](#), [Portfolio Website](#)

Awards

Segal AmeriCorps Education Award, Dial/Self AmeriCorps Program, Holyoke

Aug 2025 to Jul 2026

Award received upon completing a full-time AmeriCorps service term ending in July 2026. Award value: \$7,395, usable for college tuition, trade school, or federal student loan repayment. Recognizes sustained community service and leadership experience that strengthens reporting, interviewing, and audience-focused communication.