

Julia Montoya

Orange County, CA

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CAREER EXPERIENCE

Social Media Coordinator

AcquireCrowd

August 2022 - October 2022

Newport Beach, CA

- Established and built social media processes from the ground up
- Created and implemented social media workflows and SOPs
- Developed three distinct brand personas based on research of target audiences
- Created a workflow in collaboration with cross functional departments to request, draft, and schedule content ahead of time to maximize creativity and posting cadency
- Strategized a posting cadency for various types of content to test performance metrics
- Presented and pitched social media content strategies to company executives to boost content performance metrics
- Maintaining social media presence for three brands on the following platforms:
 - Instagram
 - Facebook
 - LinkedIn
- Created and linked new Instagram and Facebook accounts to create cohesive branding and posts
- Reported and analyzed weekly and monthly social media metrics and brand sentiment
- Specialized content per platform based on analytics/performance
- Collaborating with internal and external creative team to request engaging content

Social Media Coordinator

Etekcitey

August 2019 - June 2022

Anaheim, CA

- Ideated, implemented, and reported insights for content strategy for Levoit, Cosori, and Etekcitey social media accounts (Instagram, Facebook, Twitter, Pinterest, Youtube)
- Developed and implemented three distinctive brand voices through shared content and copywriting
- Developed and scheduled monthly content calendar for all three brands
- Ideated, implemented, and reported results of various campaigns including product launches, holiday campaigns, and social awareness to increase sales and engagement with each brand. Campaigns include 7 Days of Gratitude, 12 Days of Giving, Mental Health Awareness Month, Core 600S Smart Air Purifier, and Dual Blaze 6.8-Quart Smart Air Fryer.
- Identified and collaborated with influencers that aligned with brand values to increase digital reach and expand social audiences
- Strategized and tested creative, copy, and audience interests Facebook ads on respective platforms to yield results of campaign objective
- Scheduled weekly touchpoint meetings with Customer Support Leadership regarding upcoming campaigns, product launches, and digital marketing updates to inform and receive insight from client facing departments.
- Onboarded and developed SOP for all new social media and community associates

Social Media and Community Associate

Etekcitey

August 2020 - August 2021

Anaheim, CA

- Maintaining social media presence for three brands on: Instagram, Facebook, Twitter, and Pinterest through shared content
- Monitored and interacted with Cosori Air Fryer and Pressure Cooker Facebook Community to increase engagement and membership
- Developed, strategized, and implemented monthly and weekly programs within the community for members to participate and engage with the brand.
- Created and implemented a weekly community program to increase engagement and brand sentiment

- Increased Facebook Community members by 1000% in two years
- Reporting and analyzing monthly social media metrics and brand sentiment
- Responding to Direct Messages and comments while providing excellent customer service to increase brand loyalty
- Developed and implemented Chat Bots (automated DM responders) for Facebook and Twitter
- Collaborated with the customer support team to integrate ZenDesk ticketing system with SproutSocial for customer inquiries from social media direct messages

Public Relations Intern at Platform Media Group

January 2021 – April 2021

Entertainment/Hospitality Public Relations

Los Angeles, CA

- Developed email marketing templates for E-Blast pitches
- Researched, contacted, and pitched press releases to journalists using Cision
- Created posting schedule, content, and captions for social media
- Analyzed and reported data from press releases to refine future pitch strategies

Customer Service Associate

June 2019- August 2019

Etekcity

Los Angeles, CA

- Developed a sense of urgency to meet customer's needs with accuracy
- Expressed empathy and understanding to customers by providing troubleshooting techniques
- Provided customers with solutions by gaining an understanding of products
- Gained an understanding of products to provide solutions
- Maintaining excellent customer service via phone calls and emails
- Utilizing ticketing system to keep track of customer-related issues

EDUCATION

Bachelor of Arts in Public Relations

Biola University

La Mirada, CA

SKILLS

- Social Media Marketing
- Community Engagement
- Brand Development
- Experience with Influencer Marketing
- Social Media Hashtags Research
- Data Reporting and Analysis
- SproutSocial
- Facebook Suite
- Proficient inMailChimp
- PC windows and Mac
- Microsoft Office and Google Drive
- Customer Service
- Copywriting
- Content Planning
- Workflow Development
- Sense of Urgency
- Social Media Strategy
- Strong Communication
- Relationship Building
- Detail Oriented

