

CONTACT

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PROFILE

Versatile social media manager and content strategist with a strong background in digital marketing, brand storytelling, and audience engagement. Experienced in developing and executing cross-platform content strategies that enhance brand visibility, drive engagement, and boost conversion rates. Passionate about leveraging data-driven insights, creative content, and emerging trends to optimize digital presence.

LANGUAGES

English: Native

Italian: Intermediate

French : Beginner

SKILLS

- Social Media Management & Strategy
- Content Creation & Digital Storytelling
- SEO, Analytics & Performance Tracking
- Brand Positioning & Audience Engagement
- Omnichannel Marketing & Paid Media
- Photography, Videography & Editing
- Adobe Creative Suite & AI-Powered Design
- Trend Forecasting & Competitive Analysis

Julie Miller

WORK EXPERIENCE

Majolica Media | Founder & Content Strategist

2024-Present

- Founded and managed a photography and content production company, specializing in luxury, fashion, beauty, and lifestyle brands.
- Developed and executed visual and digital content strategies, ensuring strong brand storytelling across multiple platforms.
- Created high-quality photo, video, and graphic content tailored for social media, websites, and digital campaigns.

Officina di Santa Maria Novella | Luxury Product & Visual Sales Specialist

2024-Present

- Drive sales by providing an exceptional luxury retail experience, combining deep product knowledge with tailored customer service.
- Maintain an elevated visual and sensory experience, upholding the brand's centuries-old commitment to craftsmanship and aesthetics.
- Utilize clienteling techniques to foster long-term relationships with high-end clientele.

Pink Memories | Trend Forecaster & Content Creator

2023

- Created trend forecasting reports for luxury fashion brand, aligning content strategy with seasonal industry insights.
- Produced compelling digital content focusing on color theory, photography, style, and social media strategy.

Bus2Alps : Travel Brand Ambassador

2023-Present

- Content creation and social media strategy for a top student travel company, increasing brand awareness among international audiences.
- Executed engaging digital campaigns and cross-channel marketing initiatives targeting study-abroad students.
- Created travel-focused visual and written content optimized for social media performance.

EDUCATION

Istituto Marangoni Firenze

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M.A. Fashion Styling, Creative Direction & Digital Content

Specialization: Photography & Digital Media Strategy

Plymouth State Univeristy

B.A. IDS: Fashion & Visual Design

Minors: Photography, Transformative Innovation & Design