JULIA BACHMAN

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Education

May 2024
County College of Morris
Communications with a Public Relations Track A.A / Musical Theater A.A

May 2027
Savannah College of Art and Design
Advertising and Branding B.F.A

About Me

My background is in performance and musical theater, and that has shaped how I approach strategy in my field today. I know how to build a story people will connect with, by focusing on emotional triggers and human truths, and I bring that into my research-driven work as an Advertising student at SCAD.

Professional Experience

County College of Morris | Randolph, NJ
Project Manager | June 2024 – August 2026 (Recurring seasonal role)
Social Media Marketing & Public Relations Intern | June 2023 – June 2024

- Digital Tools: Built a graduation pace calculator and "Quick Match" kiosk quiz via iterative HTML/CSS dev; led AEO/SEO optimization of ccm.edu and YouTube strategy.
- Campus Signage Planning: Mapped 60+ light-pole banners campus-wide; built a location map and Excel tracker for the design team, matching banners to schools and flagging site constraints like trees.
- Creative Direction: Wrote, directed, and edited a 10-part "Student Services" video series with 5+ departments for narrative accuracy and brand alignment.
- Environmental Branding: Researched design concepts for wall wrap installations and student-centered spaces, coordinating across multiple departments to align each space with campus-wide branding goals.
- Social: Ran a multi-channel social strategy (Instagram, LinkedIn, X) growing organic reach 45%; served as lead Campus Ambassador, driving 30,000+ new viewers via short-form video.

Savannah College of Art and Design Athletics | Savannah, GA
Social Media Coordinator | January 2025–Present

- Creative Direction & Media Planning: Leads "Mini Media Days," directing athlete photoshoots and interviews to build a digital asset library for storytelling and seasonal campaigns.
- Content Operations: Manages end-to-end scheduling and distribution for the athletics department, using data-driven insights to optimize posting times and performance.
- Multi-Brand Management: Orchestrates social strategy and content calendars for 10+ athletic programs, tailoring "hype" content to each sport's sub-culture.

Leadership & Freelance Work

Savannah College of Art and Design Choir | Savannah, GA
Social Chair & Brand Lead | March 2025 – Present

- Brand Identity: Launched the official digital presence for the inaugural SCAD Choir, defining visual language and brand voice aligned with SCAD's standards.
- Growth Strategy: Scaled the account to 200+ targeted followers within 30 days and 5,000+ organic views on debut performance Reels.

Aspire College Auditions | New York
Social Media Strategy Freelancer | September 2026–December 2026

- Social Strategy: Built a content strategy and posting calendar across Instagram and TikTok, running a performance audit on top-performing posts to identify what drives reach versus engagement, then closed the gap by designing content that combined both.

Skills & Tools

- **Design & Creative:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro), Creative Problem Solving, Mood Boarding, Copywriting, Visual Storytelling.
- **Digital & Social Strategy:** Meta Business Suite, TikTok Analytics, Content Planning (Hootsuite/Loomly).
- **Technical & Management:** Digital Asset Management (OneDrive/Dropbox), Public Speaking, Project Management, Voice Over, On-screen talent.