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**JOSTROVSKY.COM**

## ILLUSTRATION & DESIGN WORK

 @joo.liart

 @confetticreations.co

## SKILLS & PROGRAMS

- Hootsuite
- Khoros/Spredfast
- Sprout Social
- Sprinklr
- Dash Hudson
- Digital + Graphic Design
- Fine Art Illustration
- Adobe Creative Suite CS6 (Photoshop, Premiere, Illustrator, InDesign)
- Procreate
- Squarespace Web Design
- SuccessFactors
- Russian (native)

## EDUCATION

Temple University, Klein College of Media & Communication, Philadelphia, PA  
May '19

**Bachelor of Arts in Advertising, Concentration in Art Direction**

GPA: 3.8

## EXPERIENCE

### Victoria's Secret

New York, NY  
December - Present

#### *Beauty Marketing Coordinator*

- Create briefs for day-to-day marketing campaigns, inclusive of support across emails, paid media, app, social media, CRM, direct mail, in-store marketing concepts, bounce-backs, loyalty, Campus Rep/PR seeding & promotions
- Develop thoughtful, effective & cohesive marketing plans to support product and campaign launches.
- Negotiate & establish Beauty placements across Lingerie and PINK customer segments to generate new-to-beauty customers.
- Support management of social media presence by planning, briefing & scheduling content on VSB social channels that engages our audience and supports the overall communication & marketing goals.
- Manage execution of project plans & deadlines to achieve all marketing objectives on time and within established budgets
- Maintain weekly marketing hindsight reporting & marketing calendars.

### Shaker & Spoon

Philadelphia, PA  
December 2020 - Present  
September 2020 - December 2020

#### *Marketing Assistant (Freelance)*

#### *Marketing Assistant*

- Collaborate with CEO to develop, strategize & execute social campaigns through trend market research, scheduling & content creation.
- Design strategic & creative digital assets to leverage across marketing drivers.
- Support community management for the brand's social channels & own the brand's voice to drive meaningful conversation with followers & subscribers.
- Spearhead development & implementation of content strategy across social channels including Twitter, Facebook, Instagram, Pinterest & Youtube.
- Ideate & support the implementation of marketing initiatives to drive traffic, volume & profit to online store while building and maintaining strong brand equity.

### Urban Outfitters Inc.

Philadelphia, PA  
June 2019 - July 2020

#### *Special Programs & Social Media Coordinator*

- Launched + executed a results-driven collegiate social media strategy to effectively market URBN as the "employer of choice" for entry-level talent.
- Managed the @urbn\_internships Instagram account by creating, selecting, + scheduling content. Grew the Instagram account following by 71% over the course of 8 months.
- Spearheaded photography, copywriting + graphic design creation for use throughout social media platforms including Instagram, Instagram stories + Facebook.
- Developed robust monthly social media hindsight reports that were communicated to 50+ URBN executives, leaders + employees.
- Developed an influencer strategy + one sheeter brief to leverage URBN Interns as Brand Ambassadors for the Internship Program via social media takeovers.

### Victoria's Secret PINK

Philadelphia, PA  
June 2018 - June 2019

#### *Campus Representative*

- Conceptualized, executed + promoted on-campus activations that support PINK branding goals by targeting 40,000+ students on campus.
- Managed all @pinktempleu social media accounts & presence on Instagram, Facebook & Snapchat totaling in a following of over 8,000 on all platforms.
- Selected as 1 of 4 Campus Reps out of 220 to pitch a major collegiate marketing plan to the CEO of VS PINK at the company's headquarters.
- Selected as 1 of 6 Campus Reps out of 220 to pitch the GRL PWR campaign to media publications in NYC at Seventeen, Marie Claire, Women's Health + Cosmopolitan.