

Julia Roy

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PROFESSIONAL SUMMARY

Agile social media manager with 15+ years of strategic leadership in content creation, brand voice development, and channel growth across wellness, finance, technology, and lifestyle sectors. Recognized for adaptability and expertise in visual multimedia storytelling across Facebook, Instagram, TikTok, blogs, podcasts, and video—creating content that educates, inspires, and builds trust. Skilled at translating insights into engaging social strategy, blending creative direction with data-driven strategies to drive measurable results. Focused on efficiency and maintaining strong partnerships that leverage thought leadership and deliver clear value for brands.

KEY SKILLS

Social & Owned Media Strategy | Multimedia Content Development | Storytelling & Brand Voice | Community Engagement | Social Insights & Analytics | Creative Execution | Data-Driven Optimization | Social Growth | Remote Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Freelance Social Media and Marketing Consultant | Albany, NY | 2017 – Present

Partner with small businesses and nonprofits in healthcare, wellness, hospitality, and service industries to independently build brand presence, craft social strategy, develop creative assets, and drive organic growth with full autonomy.

- Develop and execute social media content calendars for restaurants, retailers, and wellness brands—balancing creative storytelling with analytical insights to increase engagement and visibility through trend-aligned content and memes.
- Led Balance Mind & Body Massage rebrand and owned-media strategy, including website redesign, blog and social content, and Google Business optimization, resulting in an 80% increase in web traffic and a 60% rise in bookings.
- Provide analytics reporting to refine strategy and enhance performance, applying SEO best practices and data-driven insights.
- Boosted Caroga Lakeview Store reach 40% and CTR 15% via visual content optimization and effective people management.

Educator, Podcaster, and Event Speaker | WorkHacks | New York, NY | 2013 – 2017

Developed a multimedia education platform focused on science-based productivity and digital tools training for modern knowledge workers, incorporating podcasts, blogs, courses, and workshops to help professionals work smarter and more intentionally.

- Produced and hosted a weekly podcast and newsletter reaching 10,000 subscribers, building a community focused on digital wellness and modern workplace productivity. Thought leadership exemplified through written content and community building.
- Designed and taught two online courses enrolling over 2,000 students, using webinars, videos, instructional content and workbooks to deliver engaging, science-backed learning experiences around individual and team workplace productivity.
- Led visual, interactive workshops for organizations including charity: water and Kwik Learning to strengthen team collaboration.

Social Media Strategist for Consumer SaaS Products | Citrix Online | New York, NY | 2012–2014

Served as a full-time remote social media strategist, leading global social strategy for SaaS products with Citrix marketing team.

- Developed and moderated the Workshifting community, cultivating 100,000+ discussions and converting engagement into 5,000+ trial sign-ups — expanding brand reach and visibility across key markets.
- Strategically partnered with SF executives to align campaigns with brand goals and boost our distributed team culture.
- Provided weekly analytics reports and optimized workflows to enhance Citrix's social media reach and consistency.

VP of Marketing | Manilla App – Hearst Corporation | New York, NY | 2010–2012

Launched and scaled the digital presence of Hearst's bill management app from beta development to public release.

- Defined the app's brand voice and social calendar, growing Facebook to 20K fans and Twitter to 30K followers within six months.
- Managed PR and social initiatives gaining press across digital, TV, and print, elevating brand credibility and value proposition.
- Partnered with product and design teams to align messaging with customer insights and guide creative execution.

Senior Manager of New Media | Coach Inc. | New York, NY | 2009–2010

Led all social media strategy and digital engagement initiatives for Coach's global brand.

- Led the Coach Poppy Project, a meme driven influencer marketing campaign that generated \$200K in sales in three months.
- Helped secure Coach's #1 position in L2's Digital IQ Index for Luxury Brands by growing Facebook to 1.5M fans and Twitter to 100K followers through bold content, creator collaborations and rapidly capitalizing on emerging media trends

Senior Social Strategist | Undercurrent | New York, NY | 2007–2009

Directed pioneering social media campaigns for BMW, CNN, Pepsi, Ford, and Yahoo.

- Co-developed the winning Ford Fiesta Movement pitch and later served as project manager for the influencer outreach campaign, recruiting 100 creators to produce over 1,000 videos and generating 6.5M organic impressions without paid media.
- Managed cross-channel storytelling and reporting for Propel fitness-water campaign during its packaging/portfolio refresh

EDUCATION

Bachelor of Arts (BA), International Relations, Diplomacy and Conflict Resolution, and Public Policy

Simmons College, Boston, MA | 2001 – 2005

ADDITIONAL SKILLS

Platforms: Facebook, YouTube, Instagram, LinkedIn, TikTok, X, Reddit, Pinterest, Threads, Medium

Tools: Hootsuite, Sprout Social, Meta Business Suite, Google Analytics, CapCut, Buffer, Notion, Slack, Excel

Design & Production: Canva Pro, Adobe Suite, Wix; daily user of AI tools including ChatGPT, Sora, Firefly, DALL-E, Claude AI, Gamma