

# Julia Balducci

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## Freelance Creative, Owner

Bloom Creative Services | Aug 2015 - Present

Provides creative services to small businesses such as branding, digital and print graphics, web design, photo and video, animations, and social media management.

## Creative Producer

Vita Coco HQ | May 2019 - Jul 2020

Concepted and executed photoshoots from start to finish by scouting models and locations, creating a shot list, styling, photographing and editing photos to be used on social, print ads, digital ads, and point of sale materials. Designed motion graphics and animated videos. Tested and modified recipes for social feeds. Executed design requests in the creative queue including print and digital ads, social media content, and POS materials. Supplied monthly relateable and relevant content for national Instagram pages.

## Graphic Designer

iLoveKickboxing HQ | Jan 2017 - May 2019

Managed graphics department requests. Concepted and designed social content, animations, websites, merchandise, product packaging, Facebook ads, print & digital marketing materials, and large scale window cling displays. Managed the national Instagram account and promoted posts while following a budget. Prepared social media calendar for all franchisees. Art directed and shot photos for new merch releases.

## Graphic Design Intern

Black Tap Craft Burgers & Beer | Nov 2015 - Jun 2016

Helped art direct and shoot photos for Instagram. Designed event invitations, business cards, and menu inserts. Found and reached out to influencers and sponsors. Contributed ideas for new shake concepts. Assisted with set up and hosting events.

## Marketing Intern

Propel Bikes | Nov 2015 - May 2016

Filmed and edited video content, managed social media calendar, proposed marketing solutions.

2016-2017

## Art Direction

Miami Ad School

2011-2015

## BS in Business Marketing

SUNY at Buffalo

## Adobe Creative Cloud

Photoshop, Illustrator, After Effects, Lightroom, InDesign, Premiere Pro

## Photography

## Coding

HTML, CSS

## Microsoft Office

Word, PowerPoint, Excel, Outlook

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