

# Julia Hart

julia.elaine.hart@gmail.com

linkedin.com/in/juliastockihart

juliaelainehart.com

732-421-3272

---

## SUMMARY

Digital marketing and growth strategist with experience developing cross-platform media and content programs for consumer brands. Skilled at translating audience insights and performance data into strategies that drive engagement, product adoption, and business growth. Experienced working cross-functionally to deliver measurable outcomes across the customer lifecycle.

---

## EXPERIENCE

### Clare V. | Social Media Manager

November 2022 - Present

- Lead digital media and content strategy across key social platforms to support brand growth and campaign performance
- Develop and execute content strategies that drive audience growth, engagement, and downstream site traffic
- Produced 10–15 videos per month, testing and scaling high-performing content formats
- Grew Instagram audience by 62% from 195K to 315K and scaled TikTok from 850 to 14K followers
- Scaled content performance from 300K–700K weekly reach to peaks of 2.5M+
- Concepted and produced video content that matched BFCM campaign reach without paid support
- Analyze performance metrics to improve marketing efficiency and inform strategy
- Partner cross-functionally to align content with broader marketing initiatives

### GIBLIB | Growth Marketer & CRM Manager

July 2020 - July 2022

- Led data-driven marketing initiatives across B2C and B2B segments, supporting acquisition, retention, and product adoption
- Managed lifecycle marketing across onboarding, engagement, and retention, including loyalty and referral programs
- Conducted customer discovery and market research to inform messaging and product strategy
- Designed onboarding experiences that increased early subscription retention by 30%
- Analyzed customer and performance data to identify growth opportunities and improve marketing efficiency
- Partnered cross-functionally to translate insights into actionable growth and product initiatives
- Built reporting and shared insights to support faster, clearer business decisions

### Social Media Manager & Video Editor

August 2018 - July 2020

- Supported digital marketing initiatives to drive brand awareness and audience growth
  - Developed social and video strategies across major platforms
  - Produced platform-specific content and supported product launches
- 

## SKILLS

Digital Media Strategy • Growth Marketing • Lifecycle Marketing • Customer Insights • Data Analysis • CRM • Campaign Strategy  
• Performance Analytics • Content Strategy • Cross-Functional Collaboration • Video Production • Google Analytics

---

## EDUCATION

University of Michigan '18

BFA Art & Design

Institut Catholique de Paris '17

Fashion History & Photography