

Julia Cooper

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Goals

In the publishing space, I hope to leverage my skills in design, digital content production, and writing alongside my knowledge of beer, wine, and spirits to contribute to the production of food & beverage magazines, both online and in print.

Experience

Black Sheep Market | Cambridge, MA

BEER & WINE BUYER | February 2021 - Present

- Led store through process of acquiring an off-premise liquor license from the City of Cambridge
- Coordinate with local distributors to curate store inventory and work towards store sales goals

Freelance Writer & Digital Content Producer

- Write and produce original, subscription-based beer, wine, and spirits email newsletter
- Design, build, and maintain websites for variety of local businesses using Squarespace, WordPress, and DreamWeaver
- Write educational content, personal essays, advertorial, listicles, and pop culture pieces for various digital publications
- Oversee production of a monthly political action email newsletter—consolidate news updates from local and national sources, serve as copyeditor and fact-checker, and manage email database

Bauer Wine & Spirits | Boston, MA

DIRECTOR OF RETAIL SALES & MARKETING | February 2019 - February 2020

- Managed in-person and online customer experience by presenting products, organizing events, spearheading collaboration efforts, and maintaining company website
- Led business development in new markets, identifying potential corporate and residential clients
- Introduced weekly wine and beer newsletters with high open and click-through rates
- Completed Wine Basics Course (Martignetti, Spring 2019)

Downeast Cider | Boston, MA

BRAND AMBASSADOR | August 2018 - January 2019

- Increased sales and customer satisfaction levels through engaging in-person events

Better After Fifty | Boston, MA

ASSOCIATE FASHION EDITOR | August 2017 - January 2018

- Doubled monthly site revenue in the first two weeks by integrating site with affiliate marketing programs
- Wrote and edited articles that generated a 1,200% increase in site revenue from sales commissions
- Promoted content through social media and email newsletters

Odyssey @ Colgate University | Hamilton, NY

SOCIAL MEDIA DIRECTOR & CONTRIBUTING WRITER | February 2016 - May 2017

- Led strategic engagement efforts and worked with Odyssey's national team on growth opportunities
- Produced original weekly content, including satire, political commentary, campus news, and listicles

Department of Communications at Colgate University | Hamilton, NY

SOCIAL MEDIA INTERN | August 2014 - May 2017

- Managed all university social media accounts (Facebook, Twitter, Instagram, LinkedIn, Tumblr, Flickr, Snapchat)
- Collected data from social channels and university website to perform regular content audits
- Led targeted social media advertising strategy for university; raised over \$50,000 annually

Education

Emerson College | Boston, MA

MASTER OF ARTS IN PUBLISHING & WRITING | August 2020 - Present

- Completing coursework that provides a comprehensive overview of the publishing industry, from writing and editing to design, production, promotion, and distribution

GRADUATE STUDENT INSTRUCTOR | May 2021 - Present

- WR101: Introduction to College Writing
- WR121: Research Writing

Colgate University | Hamilton, NY

BACHELOR OF ARTS, magna cum laude | August 2013 - May 2017

- Majored in Spanish Language and Literature, minored in Linguistics
- Dean's Award for Academic Excellence (all semesters), 2017 Linguistics Department Capstone Project Award, inducted into Phi Eta Sigma Honor Society
- Studied abroad at CEU San Pablo University in Madrid, Spain (Fall 2015); furthered Spanish fluency by taking literature, theater, film, and art classes on Spanish Surrealism movement
- Contributing Writer for *The Monthly Rag*, Colgate's satirical newsletter; wrote 1-3 articles per month

Extras

- Adobe Creative Suite (InDesign, Photoshop, Illustrator, FinalCut, DreamWeaver, Muse), WordPress, Squarespace, ConstantContact, MailChimp, Microsoft Office Suite, iLife Suite, Google Applications Suite
- Spanish (advanced), Portuguese (intermediate), French (intermediate), Dutch (elementary)