

JULIA ALESSANDRA MARTINEZ



Summary

English-trained writer, artist, and communicator with a background in education, hospitality and creative work who now specializes in consumer-facing brand communications for a Southern California lifestyle brand. Experienced in developing email campaigns, product and experience copy, brand messaging, and multi-channel communications for lifestyle, wellness, hospitality, and community-focused brands. Combines a strong editorial foundation with a visual creative perspective to turn brand ideas into clear, engaging, and audience-focused stories.

Skills

- **Copywriting:** Email Marketing • Brand Voice • Product Storytelling • Campaign Copy • Subject Lines • Headlines • CTAs • Promotional Copy • Editorial Writing • Copy Editing
- **Marketing:** Digital Marketing • Email Campaigns • HubSpot • Klaviyo • Customer Communications • Content Strategy • Campaign Ideation • Audience Messaging • Cross-Functional Collaboration
- **Creative:** Graphic Design • Illustration • Visual Storytelling • Canva • Procreate • Brand Assets • Photography Direction
- **Professional:** Editing & Proofreading • Project Management • Stakeholder Communication • Deadline Management • Research • Brand Consistency

MARKETING | DESIGNER + COMMUNICATIONS

760- 707-7468
juliaalessandramar@gmail.com
Encinitas, CA 92024

Education

Bachelor of Arts in English, Digital Communications	
University of California, Los Angeles	2019 – 2021
Mira Costa College	2017–2019

Experience

Marketing Assistant— Communications & Design, Resident Program Ambassador Fox Point Farms | 2025–Present

- Develop consumer-facing copy across email campaigns, newsletters, digital marketing, event promotions, resident communications, signage, and on-property brand touchpoints.
- Own email copy from concept through subject line, preview text, headlines, body copy, and CTAs, balancing brand storytelling with promotional objectives.
- Translate products, menus, seasonal launches, wellness offerings, and experiences into clear, engaging customer stories across Fox Point Farms’ hospitality, retail, food, beverage, and farm concepts.
- Adapt messaging across audiences and channels while maintaining a cohesive brand voice and contributing campaign concepts, editorial ideas, and seasonal storytelling.
- Collaborate cross-functionally with marketing, design, photography, culinary, hospitality, farming, and events teams to turn business priorities into cohesive campaigns.
- Support visual storytelling through campaign creative, graphic design, illustration, signage, and coordination of copy with photography and design while managing multiple deadlines and feedback streams.

Artist in Residence Fox Point Farms | 2024–Present

- Copy, Illustration & Graphic Design
- Create original illustration, hand lettering, signage, menus, campaign graphics, and brand assets for hospitality and lifestyle projects.

Hospitality & Training Lead Fox Point Farms | 2024–2025

- Developed service standards, SOPs, training materials, and internal communications to create a consistent guest and brand experience.
- Collaborated across hospitality, retail, food and beverage, and events teams during the opening and early growth of Fox Point Farms.
- Built a firsthand understanding of the customer journey and guest experience that now informs brand and marketing communications.

Junior High English Teacher School of the Madeleine | 2022–2024 St. Francis School | 2021–2022

- Taught English Language Arts with an emphasis on writing, rhetoric, media literacy, research, and audience-focused communication.
- Developed and edited curriculum, presentations, and written materials while translating complex ideas into clear, engaging language for varied audiences.
- Collaborated with faculty, administrators, students, and families on school initiatives while managing multiple projects, priorities, and deadlines.