

JULIE VEZZANI

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PROFESSIONAL SUMMARY

Senior social media and digital marketing leader with 8+ years architecting integrated paid and organic strategies for national consumer brands. Promoted five times in six years to Associate Media Director, currently leading a team of 10 and overseeing \$40M+ in annual paid social investment across Meta, TikTok, Pinterest, Reddit, Snapchat, and LinkedIn. Track record connecting brand storytelling with performance outcomes through close partnership with Creative, Analytics, Performance Media, and executive leadership, delivering full-funnel campaigns that grow brand love, engagement, and measurable business results.

EXPERIENCE

DSplus | Associate Media Director

February 2020 – Present

Promoted five times in six years: Social Media Strategist → Senior Social Media Strategist → Social Media Supervisor → Social Media Supervisor, New Business → Associate Media Director

Lead integrated social media strategy, cross-functional partnership, and team development for national automotive consumer brands across Tier 1, Tier 2, and Tier 3 dealer business, supporting 300+ dealerships nationwide through full-funnel campaigns, e-commerce growth strategies, audience development, and emerging platform innovation.

Strategic Leadership & Business Growth

- Scaled Tier 3 regional paid social footprint 200% (2 → 6 dealer regions), expanding integrated dealer-level strategy into a national multi-market program covering 300+ dealerships.
- Drove a 33% year-over-year increase in Lexus regional paid social investment (2025 → 2026), reflecting earned client trust and demonstrable business outcomes.
- Doubled Toyota Parts Center Online (TPCO) revenue target from \$5M to \$10M within six months through full-funnel paid social strategy, audience development, and strategic client partnership; supported the successful transition of the business from a competing agency to DSplus.

Integrated Paid + Organic Strategy & Cross-Functional Partnership

- Architected platform-native campaign strategies across Meta, TikTok, Pinterest, Reddit, Snapchat, and LinkedIn in close partnership with Creative, Analytics, Account, and Performance Media teams.
- Built full-funnel audience targeting frameworks leveraging customer lists, in-market signals, retargeting, and conquesting to align brand storytelling with engagement and conversion goals.
- Managed organic posting, social listening, and Meta community management for 3+ years, executing approved creative and copy and handling community inquiries across brand and product.
- Led A/B testing, brand lift studies, attribution analysis, and emerging platform pilots to continuously sharpen creative output and inform future campaign strategy.

Team Leadership & Operational Scale

- Managed and mentored a team of 10, including 8 strategists and 2 supervisors, spanning monthly campaign execution, reporting, optimization, and media planning across multiple business units.
- Recognized for building strong, collaborative teams and developing talent; 3 direct reports promoted under my leadership.
- Drove operational scalability, workflow development, and cross-functional collaboration as the automotive book of business expanded into larger integrated media initiatives.
- Delivered executive-level reporting and strategic recommendations connecting campaign performance, audience engagement, and broader business objectives to client and agency leadership.

Affinitiv Inc. | Social Media Specialist

February 2019 – February 2020

- Built, managed, and optimized monthly Meta paid campaigns promoting dealership-specific sales offers across multiple automotive accounts.
- Selected campaign creative from approved asset libraries based on monthly offers, dealership objectives, and performance trends.
- Monitored campaign pacing and performance to ensure full budget delivery and alignment with client KPIs.
- Developed recurring reporting and performance insights highlighting optimization opportunities and strategic recommendations.
- Partnered with internal teams on campaign execution, audience targeting, and ongoing client communication.

Freelance | Social Media Coordinator

January 2018 – February 2019

- Managed social media content calendars, audience engagement, and community moderation for small business clients.
- Supported brand strategy, content development, and performance reporting across campaigns.

INNOCEAN USA | Digital Production Coordinator

June 2017 – December 2017

- Coordinated digital production assets and media database organization for automotive advertising clients.
- Supported digital campaign operations, asset management, and cross-functional production workflows.

COMMUNITY LEADERSHIP & ORGANIC SOCIAL

Girls Who Putt (San Diego) | Social Media & Cultural Manager → Co-Leader

March 2025 – Present

Lead organic social strategy, content creation, and community management for a fast-growing women's golf and lifestyle community in San Diego County, supporting in-person events that draw 50+ active women per gathering.

- Grew Instagram following 145% (1,200 → 2,944) and TikTok following 177% (1,200 → 3,329) over the past year through platform-native content, on-the-ground capture, and authentic community engagement.
- Owned end-to-end organic content strategy: editorial calendar, in-person event coverage, photography, copy, posting cadence, and community response across both channels.
- Promoted from Social Media & Cultural Manager to Co-Leader (December 2025) in recognition of impact on community growth, engagement, and overall brand presence.
- Previously built and operated an independent skincare review Instagram (2019–2020), growing to 676 highly-engaged followers, earning brand-seeded product partnerships, and producing original product photography and review copy.

SKILLS & TOOLS

Paid Social Platforms: Meta • TikTok • Pinterest • Reddit • Snapchat • LinkedIn

Strategy & Analytics: Integrated Paid + Organic Strategy • Media Planning • Audience Targeting • Campaign Optimization • Attribution Analysis • A/B Testing • Brand Lift Strategy • Reporting & Insights • Cross-Tier Strategy

Leadership: Team Leadership • Client Management • Cross-Functional Collaboration • Creative Brief Development • New Business Strategy • Executive Presentations

Tools & Technology: Sprinklr • Asana • Slack • Tableau • Salesforce • Microsoft Office • Google Workspace • Canva

EDUCATION

University of Louisville | B.A. in Communication, Minor in Psychology

2013 – 2017

Lambda Pi Eta Honor Society