

Julia Gorlovetskaya

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Experienced communications professional with a strong background in corporate and digital communications, brand management, and campaign coordination. Skilled in graphic design, web development, and social media strategy, with a proven track record of enhancing brand presence and amplifying engagement.

WORK & LEADERSHIP EXPERIENCE

ITU, Corporate Communications Division

New York City, NY

Digital Communications and Campaigns Officer

January 2024 - Present

- Lead 360-degree communication and advocacy campaigns for events like [WTISD](#), [WSIS+20](#), ITU's 160th Anniversary, and Expo 2025 Japan, from conceptualization to design and implementation
- Enhance ITU's brand visibility in New York through proactive engagement in interagency communications meetings and partnerships with UN agencies
- Secured a free premium Canva subscription, aligning it with ITU's brand guidelines, creating templates, and training 25+ staff members, leading to a surge in corporate content creation outputs

UN Broadband Commission for Sustainable Development

New York City, NY

Graphic, Web, and Brand Officer

April 2020- December 2023

- Established brand guidelines, manage an efficient and cohesive design system, and execute creative assets across motion (ie. social and long form video), print (ie. annual report layout, event collateral), and web
- Led the redesign and front-end development for broadbandcommission.org, creating a clean, responsive, and accessible WordPress user interface design for over 300 pages and posts, and managing daily content creation, quarterly audits, and GA tracking
- Developed compelling brand communication strategies, leveraging events and partnerships to increase stakeholder engagement and publication readership by 140%
- Coordinated multi-stakeholder Working Group report and advocacy campaigns, collaborating closely with government entities and private companies. Facilitate weekly meetings, provide creative guidance and review, and ensure strict adherence to brand guidelines and project deadlines.

GZERO Media, Eurasia Group

New York City, NY

Social Media Consultant

May 2020- November 2020

- Collaborated on social media campaigns, providing content and sourcing influencer partnerships, resulting in a successful [UNGA web-series collaboration](#) with Microsoft.
- Utilized GA, Bitly, and Mailchimp insights to optimize video strategies on Facebook, YouTube, LinkedIn, and Twitter.

United Nations Academic Impact (UNAI)

New York City, NY

Public Information Intern

July 2019 – February 2020

- Highlight: Scripted, filmed and edited 11 videos with 19 UN professionals for [interview series #Work4UN](#), which received the highest social media engagements of any UNAI interview series

Simmer Group

New York City, NY

Strategic Communications Assistant

May 2018 – August 2018

- Designed eye-catching social media graphics and video content, wrote social copy, and conducted insight-based research via social listening and analytic tools

EDUCATION

Hamilton College

Clinton, NY

Bachelor of Arts, Double Major in Art and Public Policy, Pi Sigma Alpha Honors, Cum Laude

SKILLS

Languages: Fluent in English and Russian. Conversational proficiency in Spanish.

Specializations: Branding & visual communications; web design; copy-writing, creative project management; content strategy, visualization & execution; brand refresh and transformation; free-hand illustration and digital art

Technical Skills: *Graphic Design:* Adobe Suite (Premiere, InDesign, Illustrator, Photoshop, AfterEffects), Canva, Midjourney. *Web:* WordPress, Elementor Pro, Figma, HTML/CSS, Drupal, Mailchimp. *Social Media:* Hootsuite, Sprout Social, Google Analytics, SEO Analytics