

JULIA.

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EDUCATION

Savannah College of Art and Design — Fashion Design

Technological University of Paraná — B.A. in Graphic and Product Design

SKILLS

- Strong grasp of visual principles
- Leadership
- Creative problem solver
- Adobe Suite
- Portuguese (native)
- English (Professional Proficiency)

INTERESTS

Marketing | Music | Baking | Books | Routine | Blogging

PROFILE

I'm a marketing strategist based in Los Angeles with over 10 years of experience. I'm passionate about creating effective marketing materials that create effective brand awareness. I've managed teams of up to 20 people and worked with various beauty, fashion, and social brands.

EXPERIENCE

ORNA Group | Creative Director | Brazil + USA — 2010 - Present

Being the co-founder of ORNA Group, a company dedicated to the creation of digitally native brands, I've contributed to the development and growth of three brands focusing on fashion, beauty and education: ORNA, ORNA Formula and EFEITO ORNA.

- Established the content strategy and branding around the social media channels, collectively amassing over 1.2 million followers.
 - ORNA Formula gained prominence in the beauty industry, winning participation in Sephora Accelerate 2019.
 - In the first 5 years, the EFEITO ORNA School had 30k+ students enrolled.
 - ORNA Group's brands featured in Forbes, Glamour, In-Cosmetics, and Elle Magazine.
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L'Oreal Travel Retail | Social Strategist | Miami, FL — 2019

During the three-month consultant project, my role involved leading the Art Direction and Digital Creation for L'Oreal Group's internal social community app. As part of this role, I directed the social strategy, resulting in an increase of 475% in app engagement.

Additionally, I organized and conducted two workshops focusing on Social Media Marketing and Content for beauty advisors within the L'Oreal Group.

ACCOMPLISHMENTS

- Named Forbes Under 30 in Brazil.
- Co-authored two books: "Instagram Skills," which sold over 5K copies, and "Influencer Marketing," an Amazon Best Seller.
- ORNA Group was chosen to participate in the ScaleUp Endeavor program.
- Conducted lectures on "Branding and Marketing Strategies in The Digital Era" at Institute Marangoni, Miami, FL.
- Invited by Forbes Brazil to lead a discussion on the Future of Digital Business.