

Julie Anne Korpi

Social Media & Content Portfolio

Social media • Blog content • Short-form video • Photography • Graphic design

About Me

I create digital content across social media, blogs, and websites, with hands-on experience in writing, photography, graphic design, short-form video, and digital publishing. My work spans nonprofit, lifestyle, and creative projects, from promoting community programs to building a lifestyle blog and developing social content for live performances.

I enjoy developing ideas, bringing them to life visually, and adapting content for different platforms and audiences. My background in library science and education also informs an audience-focused approach to clear, engaging communication.

Selected Work

Evaleigh's Everything Journal Blog and Social Media

Built and developed a lifestyle brand across WordPress and social media, creating original blog content, photography, graphics, and social media content from concept through publication.




evaleighjournal • Follow



evaleighjournal It's #outoftownfriday! Here's a lovely photo from my visit to Pindar Vineyards, located on The North Fork of Long Island. It is a beautiful area and has a bunch of wineries to explore. I highly recommend a weekend getaway to various parts of Long Island, especially on the east end. #pleadsthe1st

Pindar Vineyards, 37645 NY-25, Peconic, NY.

For additional reviews and entertainment see www.evaleighseverythingjournal.com

Disclaimer: Evaleigh did not receive cash money or any kind of compensation for writing this review.

For the higher ups @pindarvineyards: if you happen to be reading this, and appreciate the review, Evaleigh would be happy to review any additional items/services you may have in the future on both her social media and her blog.

This photo and/or text may/may not have been posted by Evaleigh and/or an intern.

In all matters, Evaleigh #pleadsthe1st







5 likes
August 20, 2021

 Add a comment...

Post

Instagram post featuring “Out of Town Friday” travel content.




evaleighjournal • Follow
Manhattan, New York



evaleighjournal New York Public Library has a new feature: The Polonsky Exhibition at The Stephen A Schwarzman Building. There are various library owned treasures dating back thousands of years. Most of the exhibition materials are related to literature or the performing arts. My favorites included various artistic depictions, the millenia old Cuneiform pieces, and the stuffed animals that inspired Winnie the Pooh. I recommend this exhibit to museum and library lovers. #pleadsthe1st

For additional reviews and true-life storytelling information see www.evaleighseverythingjournal.com

@nypl
#nypl #nycexhibit #nyc #nyctourism #nycart
#evaleighseverythingjournal

256w







4 likes
September 29, 2021

 Add a comment...

Post

Instagram post featuring New York City tourism.



Playful Instagram content designed to encourage engagement through humor and visual appeal.

Battery Park City Library (part of New York Public Library) Instagram

Created branded social media graphics and posts in Canva for Instagram and Facebook, promoting library programs, events, and services while maintaining a consistent visual style and voice.

Selected Work

Website & Blog Content — Evaleigh's Everything Journal

- Created and published blog content using WordPress
- Structured posts using headings, spacing, and formatting for readability and clarity
- Applied SEO-informed writing, including keyword usage and metadata updates
- Maintained and updated website content over time

Mental Health Thursdays: Practicing Gratitude Without Dismissing Feelings

Blog post written for a recurring “Mental Health Thursdays” series focused on reflection and accessible, relatable content.

A few holidays are over now, but I am still trying to focus on thankfulness. I count blessings. I try to re-center myself when I’m facing something irritating.

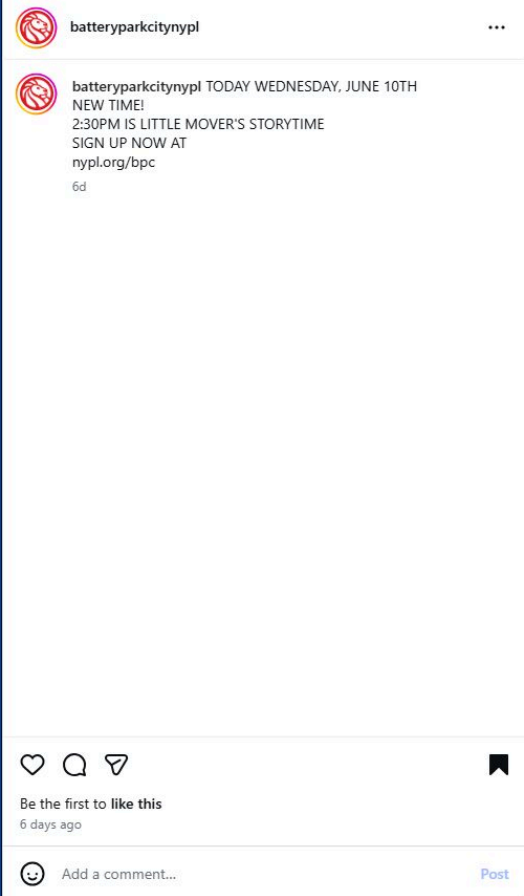
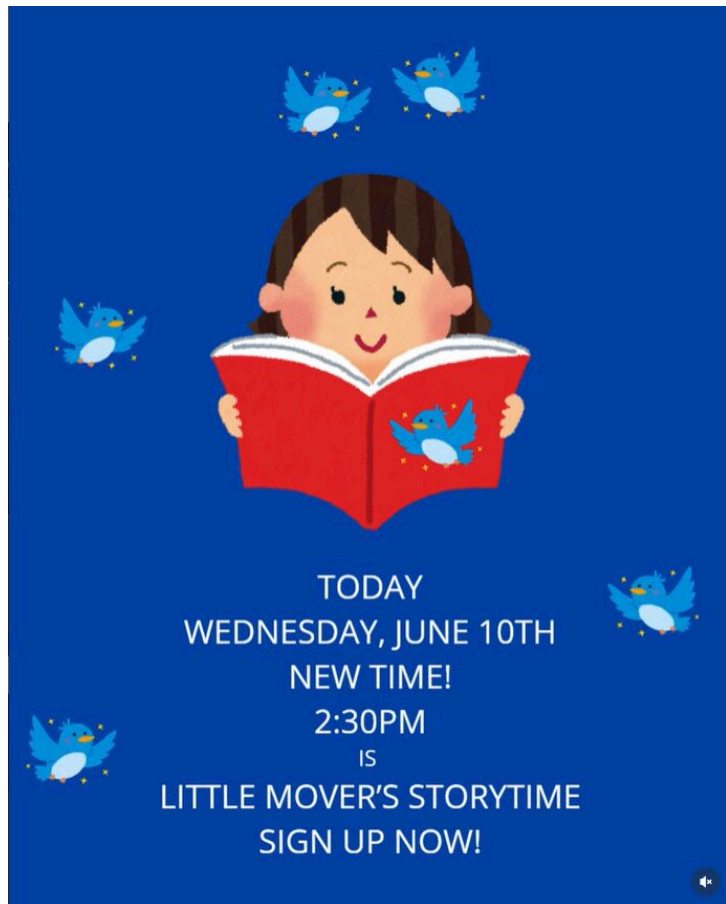
I believe in validation of feelings. So, I’m not huge on the “put it into perspective” method, especially when the facts are coming from another person who is not suffering. In fact, there were times in my life when facts about other people’s suffering made me cry harder that the world is full of other people with terrible misfortunes.

But today, I thought about statistics of wealth. I read that if you make over \$43,00 you are in the top 1% of the world and that if you are at the top of the poverty line in the United States, you are still in the top 10% of the world.

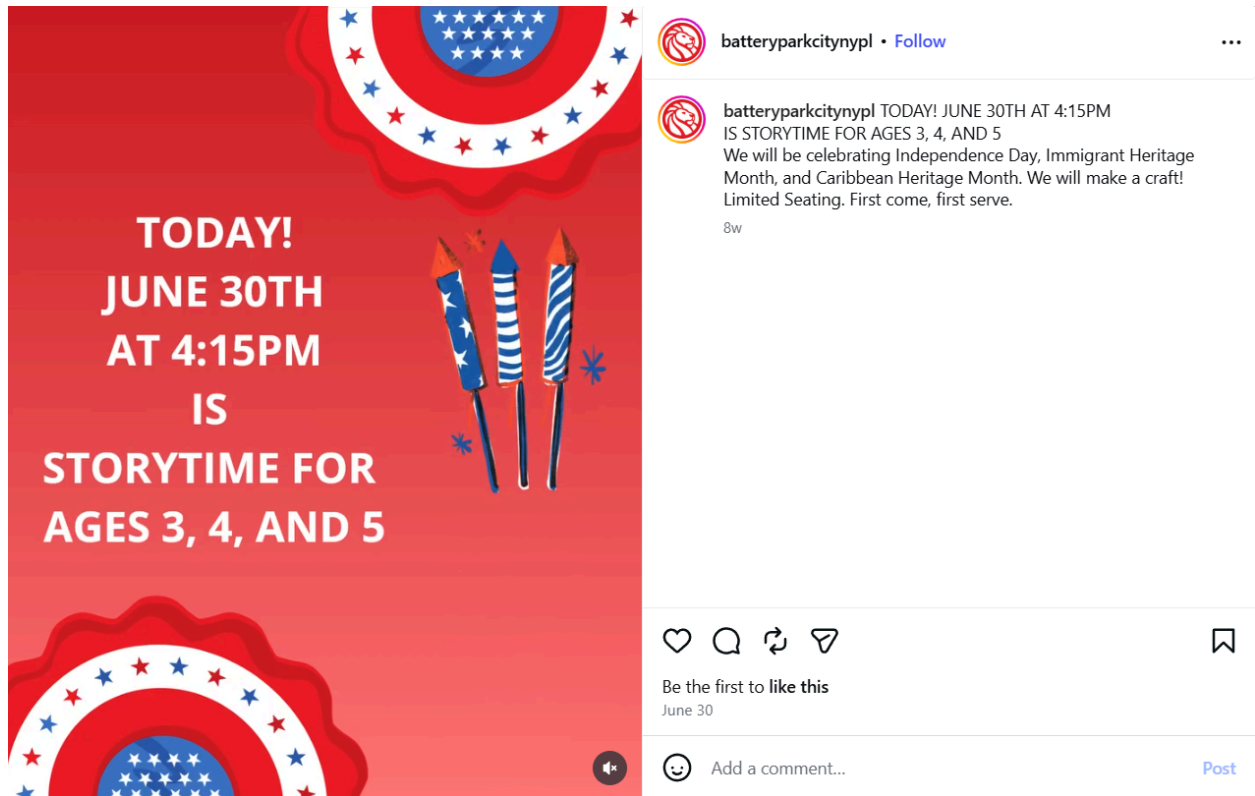
The cynic in me thinks about how statistics can be manipulated and misconstrued. I also think about the unique hardships first world nation citizens face. But more than anything, I start counting my most basic blessings: food, clothing, shelter, running water, and electricity. And any other good thing is like a cherry on top of an ice cream sundae.

What I Learned (Blog Content)

- Reflective, conversational writing can make sensitive topics feel more accessible
 - Structuring content into clear paragraphs improves readability
 - Framing content around a theme or series (e.g., “Mental Health Thursdays”) helps create consistency and audience connection
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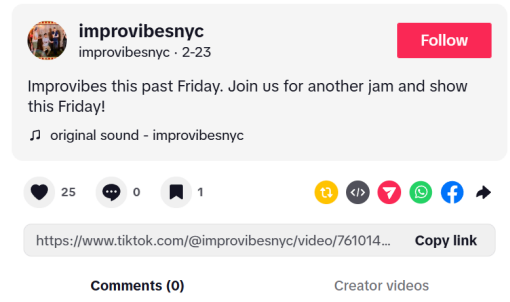
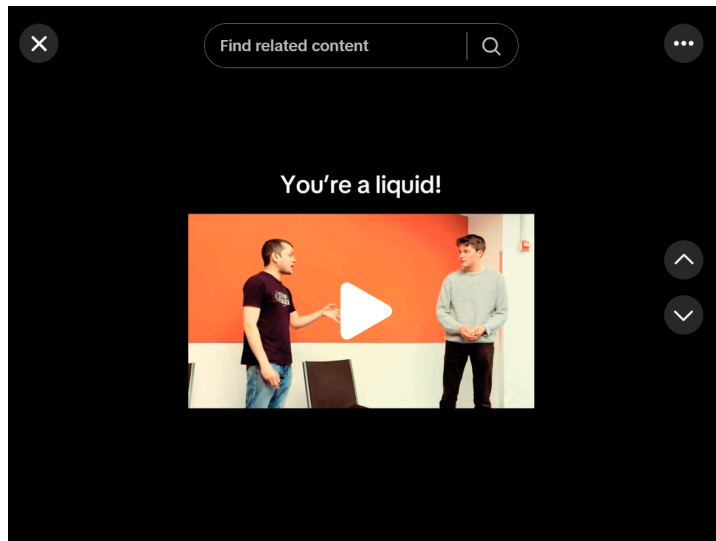
Little Movers promotional post- animated in Canva.



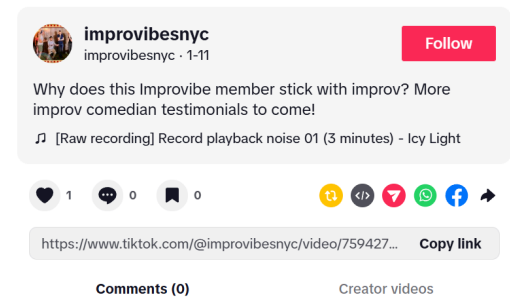
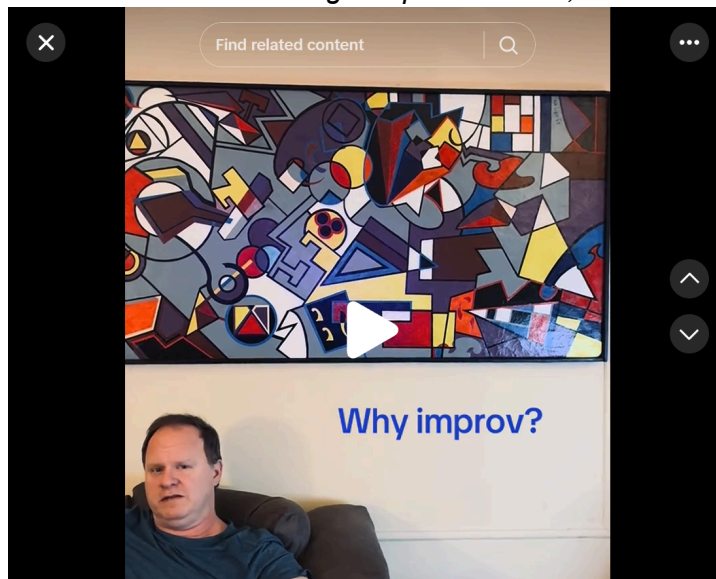
Fourth of July storytime promotional Reel – designed and animated in Canva.

Improvibes NYC TikTok and Short-Form Video

Launched a TikTok presence for Improvibes NYC to promote live performances and reach new audiences. I create short-form video content from performance footage, edit in CapCut, and create supporting graphics and motion content in Canva.



Short-form video featuring live performance, with attention to pacing and visual clarity



Short-form testimonial clip highlighting participant experience and capturing authentic reactions to build connection and interest

Creative Toolkit

Social: Instagram • Facebook • TikTok • X

Publishing: WordPress • Drupal • Meta Business Suite

Design: Canva • Photoshop • Illustrator • Figma

Video: CapCut

Web: HTML • CSS

Productivity: Google Workspace • Microsoft Office

Content Approach

I enjoy creating content that is clear, engaging, visually interesting, and appropriate for its audience and platform. I bring curiosity, creativity, and an audience-focused approach to every project, and I'm always interested in exploring new formats, tools, and ideas.

My Process — Concept to Publish

Each project below reflects a full content cycle, from initial concept through final publication.

Evaleigh's Everything Journal

- **Goal:** Build a lifestyle brand with original content across WordPress and social media
- **Approach:** Developed content ideas independently, photographed original images, wrote blog posts and captions, designed graphics, published across WordPress and Instagram
- **Result:** Grew Instagram following organically and increased website traffic through consistent publishing and SEO practices

Battery Park City Library

- **Goal:** Promote library programs to the local community through engaging social media content
- **Approach:** Independently conceived and designed animated graphics and Reels in Canva for Instagram and Facebook
- **Result:** Created branded content supporting community engagement for a branch of the New York Public Library

Improvibes NYC

- **Goal:** Launch and grow a TikTok presence to promote live improv performances
- **Approach:** Filmed footage, edited in CapCut, created supporting graphics in Canva, published consistently
- **Result:** Established TikTok presence from scratch building community interest in live performances