



JULIE MASTRINE

COMMUNICATIONS DIRECTOR
AND BIAS CONSULTANT

PENN STATE UNIVERSITY
PUBLIC RELATIONS B.A.

CONTACT

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PORTFOLIOS

[Bias & Comms Portfolio](#)

[Clips & Media Appearances](#)

SKILLS

Corporate Communications
Media Relations
Viral Social Media Content
Corporate Messaging
Crisis Comms
Op-Ed Writing
Editing
Journalism
Media Appearances
X, Instagram, FB, LinkedIn
Adobe Photoshop
Canva
Mailchimp

KEY PROJECTS

[AllSides Media Bias Chart](#)
[AllSides Media Bias Audits](#)
[Google News Bias Analysis](#)
[News Aggregator Bias Analysis](#)
Stern Civics Immersion Program at Stanford University (Speaker)

EXPERIENCE

AllSides

DIRECTOR OF BIAS SERVICES & AND COMMUNICATIONS

FEB 2026 - PRESENT

- Title change to better reflect role scope (below)

DIRECTOR OF MARKETING & MEDIA BIAS RATINGS

JUNE 2018 - FEB 2026

- Consult on media bias for national & international newsroom clients incl. Newsweek, Spectrum News, Axel Springer
- Direct integrated communications strategy to grow brand footprint & credibility
- Create and maintain the viral [AllSides Media Bias Chart™](#)
- Train & oversee bias research team conducting deep media bias analysis for 2,400 bias ratings
- Develop high-impact public communications campaigns:
 - *Content shared by Elon Musk & JD Vance*
 - *257M impressions in 2024, incl. 97M in one month*
- Oversee & maintain editorial standards for op-eds, marketing content, research reports, all site content
- Act as primary point of contact for national reporters
- Speak & write extensively on bias, incl. in national press and at Stanford University

Evie Magazine

WRITER

OCT 2020 - JUNE 2022

- Pitched & wrote 28 stories covering culture & politics for upstart conservative women's magazine

Suzanne Venker

SOCIAL MEDIA MANAGER

JUNE 2021 - NOV 2021

- Oversaw 134.7% increase in IG followers in 5 months
- Managed and created content for X, FB, IG accounts

Care2

SENIOR MANAGER OF BRAND PR AND MARKETING

FEB 2018 - JUNE 2018

- Acted as media spokesperson
- Wrote 20+ press releases & other content weekly
- Developed strategic media campaigns & managed partnerships
- Advised CEO, employees, influencers on media readiness
- Wrote talking points, op-eds, blogs, social media copy, video scripts

MANAGER OF BRAND PR AND MARKETING

MAR 2017 - FEB 2018

- Developed strategic media campaigns
- Acted as media spokesperson & advised on media readiness

ACTIVISM MARKETING

AND SOCIAL MEDIA MANAGER

JAN 2014 - MARCH 2017

- Managed and grew social media accounts (over 1M followers)
- Wrote and distributed 20+ pieces of content per week