



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