JULIE A. CHRISTIAN

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## Qualifications Summacy:

***Comprehensive Kt10wledge a11d B11si11ess Visio11 /1,:***

Marketing- Communications - Corporate Relations - Strategic Program Planning Public Relations - Budget Analysis and Administration-Project Management

Contract Negotiations - Co-op Adverting- Event Planning and Production - Team Building

## Marketing and Communications Professional

***A results:facused Business Profassional with broad-based experience in the ana!Jsis and develop111e11t if111arketi11g a11d tv111111unicatio11s programs that achieve co1porate grrnvth and profltabili!J through buildi11g a11d 111ai11taini11g relationships.***

## Experience Highlights

***Marketing and Business Developtnent***

### A strategic and ana!Jtical dedsion maker and p1vblc111 solver with.focus 011 the overall picture to ascertain needs a11d goals, identijj difficulties, and design 111ethodologiesfor b11si11ess/product expa11J'io11.

* Created and managed marketing campaigns, plans and collateral. Managed day-to-day activities of high-profile accounts. Evaluated competitive climate and market share.
* Set up and coordinated product showcases, public events and certification events, including filling the events with clients, travel arrangements, booking speakers and materials management.
* Managed nine national corporate sponsorship programs and the marketing efforts for up to 30 tradeshows per year. Responsible for contract negotiations, barter agreements, cooperative programs, sponsorships, professional endorsers, and trade shows.
* Analyzed customer base and redirected advertising toward an educational approach; created a "pull" rather than a "push" effect, thereby gaining market share with Sports Medicine and PC Rope companies.
* Formed strategic partnership with MBNA to distribute a coupon with their affinity credit card statements.
* Administered a $1.3 million advertising budget.
* Directed trade show booth set up, tear down, presentations, and manning exhibit at the World Health and Safety Congress.

***Cotntnunications***

### Excellent co111111u11icatio11 skills with broad expen'mce lectun'ng to large and small groups. W1ites clear, ,vndse and effective ,vpyfor ads, catalogs, press releases, product inser/J; scripts, and 1veb sites.

* Superior communication skills enhance the ability to construct and present business concepts and plans in a coherent and persuasive manner, to negotiate contractual issues, and to direct programs from inception to profitability with a demonstrate record of success.
* Directed all activities of a $1.2 million marketing department, including assigning and prioritizing workloads for marketing assistants and a freelance graphic designer.
* Managed press relations and media affairs.
* Drove national print advertising program for two companies and purchased print media for up to 45 insertions per month.
* Created, authored, and produced a new print retail/wholesale catalog, from initial concept through distribution, with the assistance of a graphic designer.
* Wrote all press releases and product reviews for media distribution, which contributed to achieving

the *"Prod11ct Innovation Award"* by the Outdoor Life Network.

* Oversaw all efforts related to ad placements, product release publicity, multi-product photo shoots, and contract fulfillment.
* Wrote and edited copy for safety products catalogs, press releases, website, and on-hold scripts.
* Successfully secured publicity from product reviews in several health and safety magazines.
* Helped develop a new catalog, interactive CD-ROM, and a fresh packaging design. Coordinated advertising to tie all programs together and mirror the company brand image through all sister companies.
* Designed marketing campaigns for Client Partners to execute, including direct mail and utilizing Sales Genius for email campaigns.
* Significantly expanded brand awareness by lecturing at a local college and producing live fashion shows, which generated sales of up to $3,000 per event.

***Relationship Development***

*Deep background* ef*cultivating long-term 1vlationships with diverse customer bases and utilizing those*

*nlationships to create win/ win so/11tions far both the company and clients.*

* Managed and grew large accounts like Verizon Wireless and Lockheed Martin through creating personal relationships with the clients and finding solutions for any issues that occurred.
* Utilized corporate affiliate member relationships to present wardrobing seminars to increase brand awareness and preference.
* Leveraged professional endorser rehitionships to increase event participation and sales.
* Coordinated cooperative advertising efforts with five sister companies to maximize advertising dollars.
* Developed in-store events through community outreach activities to maximize customer traffic and sales.
* Utilized the "Preferred Customer" loyalty program to encourage repeat and referral business,
* Supervised and motivated up to eight sales associates; trained employees on sales techniques, wardrobing concepts, and maximizing product appeal through visual displays.

#### Employment Histocy:

Member Rehitions- Front Desk, *IIYabash Co1111ty* Y1\1G4, *Wabash, IN* (2.5 years)

Executive/Personal Assistant and Licensed Insurance Agent, *CPR Wealth Ma11ageme11t, F,isco, TX* (4 years) Personal Shopping/Organizing Consulting, *Evemt Cons11lti11g, Plano, TX* (2 years)

Marketing and Business Development Specialist, *Fra11klinCovey, NorthStar fugio11, Dallas, TX* (2 years) Supetvisor/Interim Brand Manager, *futail Brand Alliance, Cas11al Corner GnJ11p, H11rst, TX* (4 years) Marketing Manager, *Pmfessio11al's Choice Spotts Medicine Pmd11cts & PC Ropes, Spring Valley,* G4 (2 years) Marketing Communications Coordinator, *Howard Leight Ind11sllies, San Diego,* G4 (1 year)

#### Education & Training

B.A. Mass Communications (PR focus, Marketing minor) 1996, Anderson University, Anderson, IN Proficient in MS Office, Fundamentals of Graphic Design software

Trained in FranklinCovey courses: time management (FOCUS: Achieving Your Highest Priorities), Presentation Advantage, Writing Advantage, The 7 Habits of Highly Effective People, The 7 Habits for Managers, Project Management, The 4 Disciplines of Execution and xQ (Execution Quotient Survey)

CPR certified, Wabash County YMCA, 2022