



Digital
Marketer
and
Content
Writer

email me: juliamtrupp@gmail.com
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Julia M.
Trupp

About Julia

I've always been a storyteller, but it wasn't until I started doing improv comedy that I realized this hobby brought me to life. When I'm not tied up on writing custom web copy or crafting social media posts for clients, you can find me working on The Idle Class magazine, discovering a new flavor of espresso, or indulging in my favorite meal of the day, brunch.

Relevant Work Experience

Campaign Specialist

Flypaper Digital Marketing, NWA Agency

Feb. 2020 – Present

- Created and managed digital campaigns for 25+ clients
- Conducted monthly meetings to discuss website traffic, Google Ads, social media traffic reports
- Recommended online presence strategies per client needs' analysis
- Developed SEO techniques and conducted keyword research before and during campaigns
- Wrote original content for new clients' websites, submitted to product specialists for placement and SEO verification

Editor-In-Chief

The Idle Class - Fayetteville, AR

Sept. 2018 – Present

- Wrote and assigned stories to contributors
- Attended various local and statewide events to represent the magazine
- Revised social media style for consistency and professionalism
- Worked with copy editor to develop new magazine styleguide
- Designed outline and layout for quarterly print magazine
- Worked with designer, copy editor and publisher during print production on timeline for editing, design, ad sales
- Copy-edited and helped with final checks before print
- Communicated with regional printing company to finalize printing, shipment and delivery process

Office Administrator

DEMx architecture - Fayetteville, AR

May 2017 - June 2018

- Refreshed branding/voice, hashtags and social media themes across platforms to enhance social media experience
- Updated website and copy-edited all content
- Designed SOQ/RFQ portfolio packages for open job calls, main point-of-contact
- Planned office events and field trips

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Academic Background

University of Arkansas

Bachelor of Arts, English/Journalism

Aug. 2013 – May 2017

- Enrolled in and completed 11 journalism classes
- Maintained 3.5 GPA and participated in various extracurriculars throughout college career, including leadership roles in student organizations and as marketing manager/performer in college improv group

"Theatre in London" Faculty-Led Study Abroad Trip

May - June 2014

- Traveled to London, Oxford, Stratford, England to continue English studies, view, analyze and discuss various plays and productions
- Lived in Central London; soaked up British culture during month stay

Presentations

Fayetteville Public Library

TrueLit Festival, Publication Panel

October 2018

- Spoke on regional writing and publishing panel about "sexy ledes and pitches"
- Participated in Q&A about publishing works in magazines

University of Arkansas

"Think On Your Feet: Using Improv in the Real World"

February 2018

- Presented different public speaking and cold-calling techniques to "hog-callers" (students who raise funds for the university) using improvisation rules and roleplay

Professional References

Kody Ford

Founder + Publisher, The Idle Class

Email: kodyford@gmail.com

Keleigh Button

Lead Product Specialist, Flypaper (Central Missouri agency, based in Northwest Arkansas)

Email: keleighbutton@gmail.com

Chad Maupin

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Michelle Parks

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