
JENNIFER JULIAN

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Project Director | Marketing Communications

Dedicated and resourceful Director of Marketing Communications with 15+ years of experience in overseeing project management, working cross functionally to build a comprehensive marketing strategy across a variety of online and offline channels including traditional in store merchandising to email and social media campaigns, to ensure promotions and campaigns are accurately, timely and effectively communicated. Proven expertise in developing category brand assets, supervising product life cycles, developing launch communications and conducting market research. Adept at managing budgets, schedules, and workflow. Results-driven with expertise in telecommunication marketing and sales channel support. Pursuing a new professional challenge with room for advancement.

Core Competencies

- Market Analysis • Marketing Communication • Product Marketing • Product Rollout • Product Demos • Budget Planning • Team development • Branding and Re-Branding • Sales Support • Target Marketing • Event Planning • Project Management • Business Planning • In-Store Merchandising • Store Design • Problem Management • Written and Verbal Communication

EXPERIENCE

- Mythic** 2/2018–2/2024
Project Director for Charter Communications Remote
- Increase client satisfaction by overseeing the project management and launch of all marketing programs across sales channels
 - Streamlined merchandising process for over 30 types of store formats by launching online planogram tool
 - Developed and managed weekly project process for marketing and retail teams to launch all new initiatives in sales channels
- Charter Communications** 5/2016–2/2018
Senior Manager of Marketing Communications Remote
- Managed Day 1 re-branding of 700+ Time Warner Cable and Brighthouse stores at the end of the Charter acquisition
 - Project managed launch of Spectrum Mobile in 700+ retail locations. Design of new Spectrum Mobile area of store including displays, signage, sales communications and in store launch events
- Time Warner Cable** 2010–2016
Senior Manager of Marketing Communications (2012-2016) Remote
- Created consistent brand integration into 400 retail stores by being part of core team to develop company owned retail transformation strategy to one design across the entire foot print
 - Enhanced brand identity by developing digital content strategies, overseeing product lifecycle management, and conducting market research to boost brand engagement
 - Developed simulated product demo experience by creating virtual displays to create awareness of new product and services to existing customers

Senior Manager of Product Marketing (2010-2012)

Herndon, VA

- Developed go to market process working cross functionally for all new product and services from initial product marketing brief to ongoing sales analysis by channel
- Developed, launched and managed national incentive program to drive awareness and sales of newly launching Mobile Broadband products. Over 6,000 sales 2reps utilized on-line web based points system that rewarded employees for sales, training, and on the spot rewards from supervisors for best practices

Verizon

2009-2010

Area Marketing Consultant

Remote

- Built strong partnerships between direct sales agents and leasing agents by creating a sales pitch book to be used by account representatives when visiting landlords and leasing agents at multi dwelling units
- Created a cost effective localized merchandising strategy to support area specific competitive factors for reps to have easy to use displays and support materials in territories
- Developed on-line social media contest content to create awareness of new TV and internet products

RadioShack

2005-2006

Regional Marketing Manager

- Develop local marketing initiatives that directly address local competitive needs including developing, performing, and reviewing analysis of local marketing efforts, creating and managing local marketing budgets
- Managed local vendor product show that featured over 30 product manufactures and 1000 sales reps

Sprint/Nextel

1999-2005

Senior Marketing Manager (2001-2005)

- Managed complete re-brand of over 850 stores and selected to participate on merger integration consumer team at close of Nextel/Sprint merger
- Developed and analyzed square foot profitability model to determine allocation of floor space by store type, product category, manufacturer, and gross margin to maximize sales and lower cost per gross add. Lowered channel cost per square foot from average of \$15.00 to \$10.00
- Marketing project manager for the launch of Nextel's first company owned stores as part of the design and merchandising team, launching 200 stores/year over 3 years.
- Created sales strategy to target Hispanic market segment and rolled out strategy including bi-lingual sales station in 250 stores to achieve 10% incremental increase in same store sales year over year.

Marketing Manager (1999-2001)

- Account manager for the Launch of Nextel product and services in over 800 Staples and 600 Circuit City locations in just over 1 year period to help grow National Retail channel from 4% of overall business to 12%.

EDUCATION & CERTIFICATION

- **Bachelor of Arts, Communication** University of Maryland College Park
- **Hubspot Academy**, Digital Marketing Certificate

ADDITIONAL INFORMATION

- **Technical Skills:** Microsoft Office Suite, Adobe suite, Project management software, Smartsheet