

# Jennifer Julian

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## **Director of Marketing and Communications**

### **Mission-Driven Storytelling | Community Engagement | Brand Strategy | Donor Communications**

Strategic marketing and communications leader with 25+ years of experience building high-impact campaigns, leading cross-functional initiatives, and creating compelling brand narratives across nonprofit, retail storefronts, digital media and agency environments. Proven expertise in integrated communications, digital storytelling, media relations, executive communications, and multi-channel campaign execution. Skilled at translating organizational missions into emotionally resonant content that drives awareness, community support, and stakeholder engagement.

### Core Competencies

Brand Strategy & Stewardship | Integrated Marketing Communications | Mission-Driven Storytelling | Community & Donor Engagement | Executive Communications & Presentation Support | Social Media Strategy | Digital Content Development | Annual Reports | Media Relations & Public Relations | Event & Campaign Marketing | Cross-Functional Leadership | Marketing Analytics & ROI Optimization | Budget Management | CRM & Audience Engagement | Website & Content Strategy | Video & Photography Coordination

### Professional Experience

#### **Deer Valley Resort (Seasonal)**

##### **Guest Services Supervisor – Marketing & Hospitality**

November 2025 – April 2026

- Lead front-line guest experience team within a high-traffic luxury resort environment, ensuring brand-aligned service and visitor satisfaction.
- Support on-site event execution and guest communications during peak traffic periods, aligning messaging across physical touchpoints.
- Designed and implemented QR-enabled signage and wayfinding systems to improve navigation and engagement with resort services and amenities.

#### **fabdog inc.**

##### **Marketing Consultant**

April 2024 – February 2025

- Developed and executed integrated marketing strategies to support brand repositioning, audience engagement, and revenue growth.
- Built annual marketing and promotional calendars aligning product launches, digital campaigns, and seasonal initiatives with organizational objectives.
- Led website redesign and content strategy initiatives, increasing new website traffic by 200%.
- Managed paid media campaigns across Google and Meta platforms, reducing ad spend by 30% while improving ROI and customer acquisition performance.
- Leveraged analytics and customer insights to optimize messaging, campaign effectiveness, and digital engagement strategies.
- Oversaw content development across web, email, and social channels to maintain consistent brand voice and visual identity.

#### **Mythic (Integrated Advertising Agency)**

##### **Project Director**

February 2018 – February 2024

- Directed integrated marketing and communications campaigns for regional and national clients across retail, telecommunications and experiential sectors.

- Led development of multi-channel storytelling strategies spanning digital, social media, experiential marketing, video, print, and public-facing communications.
- Managed cross-functional teams across creative, media, production, and social disciplines to deliver cohesive brand campaigns and audience engagement initiatives.
- Developed campaign planning frameworks aligned with annual calendars, organizational priorities, and audience engagement goals.
- Coordinated vendor, media, and production partnerships while ensuring budget efficiency and timely campaign execution.
- Analyzed campaign performance metrics and audience insights using Google Analytics and social reporting tools to optimize engagement and ROI.

### **Charter Communications (Spectrum)**

#### **Senior Manager, Marketing Communications**

May 2016 – February 2018

- Led national retail marketing communications strategy supporting more than 700 store locations nationwide.
- Directed integrated promotional campaigns, localized market initiatives, and product launch communications across digital, print, in-store, and experiential channels.
- Managed annual communications calendars and coordinated campaign execution with operations, leadership, and creative teams.
- Played a key leadership role in the launch of Spectrum Mobile, overseeing in-store communications, branded experiences, launch events, and multi-channel marketing assets.
- Oversaw development of signage, branded collateral, merchandising communications, and customer-facing marketing materials.
- Managed budgets and evaluated campaign effectiveness to ensure alignment with traffic, conversion, and revenue goals.

### **Volunteer Experience**

#### **Summit Clubhouse**

January 2026-Present

#### **Marketing & Communications Strategy Volunteer**

- Developing the organization's 2026 marketing and communications strategy to strengthen audience engagement and improve stakeholder communication effectiveness.
- Leading a comprehensive communications restructuring initiative to better differentiate messaging and outreach strategies for donors, referral partners, and prospective members.
- Creating updated marketing collateral and brochures aligned with refreshed brand positioning and audience-specific messaging frameworks.
- Designing a donor stewardship journey focused on strengthening engagement, increasing retention, and clearly communicating organizational impact.
- Supporting brand refinement efforts, including updated messaging architecture, visual identity alignment, and consistent voice across communication channels.
- Collaborating with organizational leadership to improve community awareness, stakeholder engagement, and long-term growth strategy.

### **Education and Certifications**

- Bachelor of Arts, Communication | University of Maryland, College Park
- HubSpot Academy, SEO & Digital Marketing Certification

### **Technical Skills**

- Marketing and Analytics: Google Analytics, Google Ads, Meta Ads Manager
- Digital Creative and Content Platforms: Facebook, TikTok, Instagram, Pinterest, Shopify, Klaviyo, Canva, Wix
- Project Management: Microsoft Office Suite, Smartsheet