

JENNIFER JULIAN

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MARKETING EXECUTIVE | BRAND GROWTH & OMNICHANNEL STRATEGY

Dynamic and results-driven Marketing Leader with 25+ years of experience developing and executing data-driven marketing strategies that drive brand growth, customer engagement, and revenue expansion. Adept at leading cross-functional teams, optimizing omnichannel marketing campaigns, and delivering high-impact digital and retail marketing initiatives. Proven ability to manage multi-million-dollar budgets, leverage consumer insights, and collaborate with sales, product, and creative teams to ensure seamless execution.

CORE COMPETENCIES

Omnichannel Strategy | Brand Development & Positioning | Retail & Shopper Marketing
Market Analysis & Consumer Insights | Budget Management & ROI Optimization
E-commerce | Digital Marketing & SEO/SEM | Social Media
Paid Advertising | Content Marketing | Stakeholder Engagement
Cross-Functional Leadership | Team Development

PROFESSIONAL EXPERIENCE

fabdog inc.

April 2024 – February 2025

MARKETING CONSULTANT

- Developed and implemented a long-term marketing strategy to align with sales goals, resulting in increased direct-to-consumer sales.
- Defined target personas, brand voice, and marketing channels, reducing social media platforms from six to three, cutting costs while maintaining audience engagement.
- Led a website redesign and email marketing overhaul, increasing new site visits by 200% through optimized content and digital strategy.
- Managed and optimized a marketing budget, cutting ad spend by 30% while maintaining steady user acquisition and conversion rates.

Mythic (Advertising Agency)

February 2018 – February 2024

PROJECT DIRECTOR

- Developed bilingual marketing strategies targeting Chinese, Vietnamese, and Hispanic consumer segments, supporting indirect sales teams.
- Led the development and management of a comprehensive weekly project planning process, ensuring the successful launch of all marketing initiatives across agency partners, and sales channels.
- Conducted ongoing analysis to identify performance gains and uncover further opportunities for optimization.
- Spearheaded incremental marketing initiatives for underperforming retail locations, utilizing radio, TV, social, email targeting, and Waze advertising to drive traffic and sales growth.

Charter Communications**May 2016 – February 2018****SENIOR MANAGER, MARKETING COMMUNICATIONS**

- Developed and executed a bilingual marketing strategy for 700+ retail locations, leveraging sales data and customer segmentation to tailor messaging and promotions for multicultural segments.
- Led the launch of Spectrum Mobile across 700+ retail locations, overseeing store design, in-store displays, sales communication, and in-store launch events.

Time Warner Cable**February 2010 – May 2016****SENIOR MANAGER, MARKETING & MERCHANDISING**

- Created a retail marketing strategy for Business Class services, driving a 20% increase in leads through targeted in-store campaigns.
- Developed brand integration and merchandising across 400 retail stores, implementing a standardized design strategy that improved customer experience.
- Strengthened brand identity through digital content strategies, product lifecycle management, and competitive market analysis.

Verizon**August 2008 – February 2010****MARKETING CONSULTANT**

- Designed and executed in-store marketing strategies for the VZ Fios launch in Verizon Wireless stores, optimizing merchandising displays, training, and sales enablement tools.

ADDITIONAL EXPERIENCE**RadioShack****REGIONAL MARKETING MANAGER DMV**

- Developed localized retail marketing campaigns targeting urban markets, enhancing customer engagement and brand loyalty.
- Tailored messaging and promotional strategies to resonate with diverse cultural and demographic groups within regional markets.

Sprint/Nextel**SENIOR MERCHANDISING MANAGER**

- Led account management and merchandising strategy for Nextel's launch in Staples, Circuit City, Office Depot, and Walmart.
- Opened 400+ retail locations in two years, growing the retail segment to 12% of total business revenue.

EDUCATION & CERTIFICATIONS

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

TECHNICAL SKILLS

- Marketing & Analytics: Google Ads, Google Analytics, Meta Ads
- E-commerce & Digital Tools: Shopify, Klaviyo, Canva, Wix, HubSpot
- Project & Content Management: Microsoft Office Suite, Smartsheet, Adobe Suite, POG Software