

JENNIFER JULIAN

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DIRECTOR OF MARKETING | DISTRICT & RETAIL DESTINATION STRATEGY

Traffic Growth • Event Marketing • Tenant & Sponsorship Partnerships • Omni-Channel Execution

Strategic marketing leader with 25+ years of experience driving traffic, revenue, and brand engagement across large-scale retail environments and multi-location portfolios (700+ stores nationwide). Proven expertise in commercial calendar planning, district-level event execution, paid media oversight, in-store and experiential marketing, and cross-promotional partnerships. Strong operator with deep experience translating business objectives into high-impact marketing strategies that increase visitation, tenant performance, and overall district profitability. Skilled in leading teams, managing budgets, activating sponsorships, and aligning internal and external stakeholders to deliver cohesive, brand-forward campaigns.

CORE COMPETENCIES

District & Retail Marketing Strategy | Annual Marketing Calendar Development | Event & Festival Marketing Execution | Tenant & Community Partnership Development | Traffic & Sales Growth Initiatives | Paid Media Strategy (Digital, Radio, Print, OOH) | Sponsorship Activation & Trade Partnerships | Budget Development & P&L Accountability | Brand Standards & Creative Oversight | Team Leadership & Cross-Functional Management | PR & Media Coordination | Experiential & In-Store Activation

PROFESSIONAL EXPERIENCE

Deer Valley Resort (Seasonal)

Guest Services Supervisor – Marketing & Hospitality

November 2025 – Present

- 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.
- Partner cross-functionally with operations and facilities to enhance end-to-end guest journey and consistency across all touchpoints.

fabdog inc.

Marketing Consultant

April 2024 – February 2025

- Developed integrated marketing strategy to support revenue growth and brand repositioning.
- Built annual promotional roadmap aligning product launches, digital campaigns, and retail moments to sales goals.
- Led website redesign and digital content strategy, increasing new site visits by 200%.
- Managed paid media budgets across Google and Meta platforms, reducing spend by 30% while improving ROI and customer acquisition efficiency.
- Leveraged performance data and customer insights to optimize channel mix and promotional effectiveness.

Mythic (Integrated Advertising Agency)**Project Director**

February 2018 – February 2024

- Directed multi-market retail and location-based marketing campaigns designed to increase store traffic and regional revenue performance.
- Developed structured campaign planning processes aligned with commercial calendars, promotional priorities, and seasonal activations.
- Managed cross-functional teams across creative, media, social, production, and experiential to deliver fully integrated campaigns.
- Oversaw vendor partnerships, production timelines, and asset deployment across multiple markets.
- Analyzed performance data and consumer insights to refine strategy and improve campaign effectiveness.
- Ensured cohesive brand execution across physical environments, paid media, digital, and experiential channels.

Charter Communications (Spectrum)**Senior Manager, Retail Marketing Communications**

May 2016 – February 2018

- Led national retail marketing strategy supporting 700+ store locations.
- Managed annual promotional calendar including product launches, seasonal campaigns, and localized market initiatives.
- Oversaw in-store signage, merchandising standards, promotional creative, and branded collateral production.
- Played a key leadership role in the launch of Spectrum Mobile, coordinating in-store experience, events, signage, and multi-channel marketing support.
- Partnered with retail operations leadership to align marketing initiatives with traffic, conversion, and revenue goals.
- Managed budgets and ensured marketing investments delivered measurable business impact.

Time Warner Cable**Senior Manager, Marketing & Merchandising**

February 2010 – May 2016

- Led merchandising and brand integration strategy across 400+ retail locations to enhance customer experience and product storytelling.
- Contributed to design, build, and launch of the first NYC flagship store, aligning marketing, store layout, and product flow to drive engagement and conversion.
- Developed seasonal marketing rollouts and promotional programs supporting sales performance.
- Conducted field visits to assess execution, tenant alignment (where applicable), and retail environment standards.

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, Smartsheet
- E-commerce & Digital Tools: Shopify, Klaviyo, Canva, Wix
- Project & Content Management: Microsoft Office Suite, Adobe Suite, Plan-O-Gram Software