

JULIA TRAIN

marketing specialist & art director

DETAILS

☎ 202.210.1657
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🌐 juliatrain.com

SKILLS

Strategy
Branding
Marketing
SEO
CRM
Indesign
Photoshop
Illustrator
Copywriting
Planoly
Hootsuite
Microsoft Suite
Design
Video
Photography

PROFILE

I'm a brand strategist & marketing specialist with a passion for storytelling. I excel at merging strategic ideas and artistic talent to deliver high-impact marketing, digital/print design and social media projects.

WORK EXPERIENCE

Marketing Coordinator, Compass Real Estate, Freelance

Nov. 2021 - Present

- Pioneered implementation of new social strategy & content to optimize visibility and performance across all online platforms for agents
- Designed custom digital and print content curated to each individual realtor's needs while remaining true to the Compass brand
- Managed CRM systems & database; handling all administrative needs

Art Director, TDA Boulder

Oct. 2020 - August 2021

- Executed numerous thought-provoking campaigns from concept to implementation for various national & local accounts including FirstBank, McCain Fries, Canyon THC, Hapa Suishi Bar & Grill, & Perdue Foods
- Strategically led & pitched ideas to creative, account & individually to clients
- Internally won & led Canyon THC's packaging re-brand, which won an American Graphic Design Award in 2021

Editorial Intern, Her Agenda

2017

- Interviewed, wrote & published many articles focused on female empowerment in the workforce
- Collaborated with marketing team; including graphic designers & other editors to pitch content & to create a consistent social media platform

Marketing Intern, Academic Travel

2016

- Assisted marketing operations by liaising with reputed travel companies like National Geographic, Times Journeys, and The Smithsonian
- Enhanced website traffic by 70% through formulation of creative social media content and utilization of SEO techniques

EDUCATION

Certificate in Advertising: Art Direction & Strategy; The Creative Circus

2018-2020

- Gained a solid understanding of brand strategy & media integration while writing creative briefs for various brands

B.A in History & Psychology; Sewanee: University of the South

2013

- Graduated Magna Cum Laude