**JULIA WOTIPKA**

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**SUMMARY**

Results-focused, information and marketing professional with demonstrated success in program development; project management, analyzing industry trends, creating & providing related web content and CRM updates.

EXPERIENCE

**Springbrook Software (2011– present)**

**Project Manager**

Responsibilities: Manage software implementation for new or existing clients, on time and within budget; manage Web Payments program, including credit card processing and client training. Represent company at Project Management Institute monthly educational sessions.

Springbrook Software provides comprehensive, fully integrated fund accounting and utility billing enterprise software solutions to local government, utilities and special districts. The Springbrook project management model is a client-centric model requiring a unique set of project management, change management, and client expectation management expertise.

**Fios, Inc., Portland, Oregon (eDiscovery services)**

**Sales Research (2007-2009)**

**Marketing (2001-2007)**

Responsibilities: Provide targeted sales leads based on specific geographic, industry, firm and litigator criteria.  Maintain Salesforce.com with accurate client data.  Provide prospect reports on named accounts. Create weekly product/industry/competitor news feeds for company-wide SharePoint portal.

Research Accomplishments:

* Provided specific details for responses to RFPs and business development meetings with potential clients or partners.
* Provided regular updates to Salesforce with client litigation activities, industry news and events.
* Created weekly internal updates on competitors, industry developments and client updates.
* Created quarterly litigation timelines for all client-based SEC-related cases
* Created target lists for persona-based targeted firm practices for marketing activities.
* Provided industry and litigation research for discovery-related books, including *Litigation Readiness: Mastering the Inevitable, Process of Illumination: The Practical Guide to Electronic Discovery* and *Electronic Evidence Management: from Creation through Litigation*.
* Created industry’s first online website, [DiscoveryResources.org](http://www.discoveryresources.org/), devoted to technology, legal issues and industry developments related to e-discovery. DiscoveryResources.org traffic doubled year over year and converted 25% of website traffic into qualified leads for Fios.

Online Marketing Accomplishments:

* Produced and partnered with the Association of Corporate Counsel and the Bar Association of New York City to produce conference on “Zubulake, the Federal Rules, Ethics and Beyond: Perspectives for Corporate Counsel.” Speakers included Laura Zubulake, whose lawsuit helped establish current e-discovery rules; United States District Court Magistrate Judge Ronald Hedges; in-house counsel for Altria; and industry analysts.
* Created value-based collateral, online content and interactive web presence; co-launched online marketing campaigns (pay-per-click, online advertising, email promotions), increasing unique visitor rate by 40%.
* Created and produced industry-renowned webcast series focused on leading discovery issues. Recruited presenters and managed over 75 seminars in three years, generating 85% more leads than traditional trade shows. Presenters included federal district judges, analysts, corporate in-house counsel and leading AmLaw 100 attorneys.

**zCom/Emerald Solutions, Portland, Oregon**

**Web Brand Research Strategist (1991-2001)**

(zCom, purchased by Emerald Solutions in 2000, provided digital branding and advertising as well as website design development)

Responsibilities: Provide industry and company research for client brand development engagements; negotiate online advertising proposals.

Accomplishments:

* Served as the primary market brand researcher for AACargo.com, lucy.com, Texas Instruments HDTV, BarbieCollectibles.com, Games.com and Flowerbed.com; design contract awarded with each account.
* Negotiated online advertising for agency clients, including reporting on program ROI, account creative deliverables; identified additional online opportunities.

**ADDITIONAL RELEVANT EXPERIENCE**

News Research Librarian, The Oregonian

Reference Librarian, University of Oregon Law School

**EDUCATION**

MS in librarianship and information science, University of Denver

BA in communications, University of Denver

**ASSOCIATIONS AND MEMBERSHIPS**

Project Management Institute -- Portland Chapter