Julia Godsmark

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📍 Philadelphia, PA

CORE COMPETENCIES

Email Marketing

Brand Management

Social Media Management

Content Creation

SEO Strategies

Website Design

Digital Ads Design

Developing Landing Pages

Print Media Design

EDUCATION

UX/Front End Dev. Program
Metis, New York, NY
December 2014

B.A. Economics
Rutgers University
New Brunswick, NJ
January 2011

SUMMARY

Results-focused and driven digital marketing manager with expertise in all facets of content development. Diversely skilled in the use of a digital presence to streamline communication and distribution of key brand messaging. Skilled in driving brand awareness by utilizing compelling language that appeals to a target audience and successfully highlights product and service features.

EXPERIENCE

Freelance Digital Marketing / E-Commerce Manager
Philadelphia, PA | June 2018 - Present

Optimize brand visibility by designing and developing e-commerce websites that leads to higher traffic. Draft engaging content that incorporates key brand messaging to post on websites and promotional campaigns, drawing in new business leads. Drive profitability by highlighting new product or service features.

- Produce content based on research to increase organic traffic
- Optimized e-commerce websites for the best user experience
- Improved website health to identify technical errors and content architecture
- Built an email list and established a relationship with customers to promote product and convert
- Expand audience with advertisements by creating and introducing e-commerce sites through Facebook, Instagram and other social platforms
- Streamline communication to promote efficiency, collaborate cohesively and improve consistency
- Strategize on launches by coordinating with product development teams and buyers on delivery timelines

ADDITIONAL EXPERIENCE

Digital Designer
Home Depot - The Company Store
Weehawken, NJ | April 2015 - April 2018