

# { JULIE LANGMADE }

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## SUMMARY OF QUALIFICATIONS

Motivated to solve complex problems resulting in creative solutions. Proven ability to work in a high change, fast paced environment.

Innovative Thinker

Dedicated and Driven

Proven Problem Solving Skills

Deadline Driven Work Practices

Demonstrated Leadership Ability

Team Builder

### Tools

- Git/GitHub
- Gulp
- JSCS, JSHint
- Web Analytics
- CMS

### Languages

- HTML/CSS/Sass
- Javascript
- jQuery
- BackboneJS, React
- UnderscoreJS

## EDUCATION

**Tennessee Technological University**

Cookeville, TN

Masters of Business Administration

**Liberty University**

Lynchburg, VA

B.S. in Business Management

## PROFESSIONAL EXPERIENCE

**THE IRON YARD, Nashville, TN (July 2015-present)**

**Front End Engineering Student**

- Completing a 12-week immersive code education program
- Focusing on HTML, CSS, and JavaScript

**LIFEWAY CHRISTIAN RESOURCES, Nashville, TN (2012-2015)**

**Manager, LifeWay.com Merchandising (2013-2015)**

Lead four former teammates to achieve \$26 million dollar revenue goal. Responsible for creation and implementation of merchandising plans for three business units.

- Supervise social media and content marketing activities
- Provide guidance for pay-per-click and other online marketing strategies
- Determine merchandising and content plans based on analytics and customer behavior

- Recommends technology requirements and enhancement to e-commerce website
- Manage tasks associated with multiple projects while simultaneously leading the team
- Facilitate bi-weekly engagements with marketing strategists and business leaders

### **Marketing and Merchandising Strategist (2012-2013)**

Managed landing pages and product categories accounting for over 40% of traffic and 60% of revenue on LifeWay.com. Built relationships with marketing strategists in multiple divisions.

- Analyzed user activity on pages to identify actions to optimize customer experience to reduce bounce rate and raise conversion rate
- Led the implementation of two micro-sites for multi-million dollar brands
- Developed and executed merchandising plans for over 50 products
- Transformed marketing messages for the online medium
- Collaborated with marketing strategists to develop new landing pages for marketing strategies

### **THE NAVIGATORS/NAVPRESS, Colorado Springs, CO (2008-2012)**

#### **Digital Publisher (2011-2012)**

Responsible for \$650K digital revenue goal while keeping expenses under budget. Managing relationships with ebook vendors to capitalize on marketing opportunities. Working with authors to acquire new content.

- Constructed network of working relationships throughout the organization in order to execute strategy
- Led a team who delivered a business plan for a new digital product idea in 7 weeks
- Devised and communicated a 3 year digital product strategy
- Participated in acquisition process for print and digital products
- Surveyed 150 current customers to discern their ereading habits
- Systematized promotional plan for 7 e-book retailers resulting in a 20% increase in revenue
- Initiated new strategies resulting in growth of ebook revenue by 150% in 2 years
- Coordinated development of four mobile applications

#### **E-Commerce Manager (2008-2012)**

Leveraging knowledge of technology to provide leadership to all web projects for the company. Serves as the technology expert because of results-oriented work style. Cultivating deep relationships with IT staff using proven communication skills.

- Developed the NavPress digital network comprised of commerce, informational, and community sites
- Transitioned two e-commerce sites to new platform and shopping cart

- Aided in the design, development, and content creation of three microsites in 3 months with on-time delivery
- Salvaged launch of the redesigned NavPress.com by creating a project plan and rallying a team to bring the project plan to completion
- Defined the business requirements for a new NavPress.com
- Collaborated with outside vendor on SEO strategies that grew search engine traffic 17%
- Served as primary contact for IT team overseeing over 35 web projects to completion
- Participated in the integration of a \$3 million dollar acquisition of online curriculum

### **Director of Marketing (2009-2011)**

Utilized leadership skills and ability to solve complex problems to design new processes and eliminate unproductive activities. Acted as a buffer and clearing house between executive team and marketing staff.

- Managed five employees and approximately 500 marketing jobs each year which included direct mail, catalogs, eblasts, social media, web banners, and print ads
- Managed annual marketing budget of \$520,000 achieving a savings of a minimum of 10%
- Restructured marketing team to achieve increase focus and efficiency
- Represented marketing in acquisition process by identifying target markets and developing strategies to launch new products
- Concepted corporate social media strategy that included Facebook, Twitter, YouTube, and Vimeo resulting in over 3,000 direct connections with customers
- Supervised blogger review program which grew to more than 400 active bloggers

### **Circulation Director (2008-2009)**

Provided leadership to the current marketing efforts for Pray! and Discipleship Journal while developing digital strategies for the future.

- Examined existing direct mail campaigns and reduced costs by \$300,000
- Researched and obtained digital subscription vendor for Discipleship Journal and Pray! magazines resulting in two new digital subscription offers for customers

## **LIFEWAY CHRISTIAN RESOURCES, Nashville, TN (2000-2008)**

### **Project Manager (2007-2008)**

Used self-motivation and intelligence to quickly learn new software.

- Managed the implementation of a new navigation software for LifeWay.com
- Assisted in creation of a taxonomy of over 1,000 products

### **Marketing Coordinator (2005-2007)**

Served on a team to complete the development and launch of a start up project.

- Formed and executed a marketing plan for startup project, MyBibleStudy.com, which included email, direct mail, conferences, and a free trial program
- Oversaw an annual marketing budget of \$45,000

### **Resource Specialist/Business Analyst (2000-2005)**

Fostered team work among a dispersed team while maintaining a high level of service.

Created customized sales plans and reports on the accounts.

- Prepared customer analysis to help determine sales strategy
- Initiated training to increase knowledge of company data and business intelligence tools
- Served as the liaison for 14 US field sales representatives who accounted for over \$100 million in revenue
- Built and implemented a customer feedback mechanism for use by 20 field and phone representatives

### **REFERENCES**

Available upon request