

# Julianne Zimmerman

Grandview Heights, OH | 614 • 581 • 2276 | zimmer13@miamioh.edu

## DIGITAL CONTENT DESIGNER — WEBSITE CREATOR — SALES LEADER — PROJECT MANAGER

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Demonstrated the ability to create effective digital content, design webpages and logos, and advertise or market ideas to a certain group of people. Strengths in event planning for crowds larger than one-hundred, increasing digital customer engagement via social media, and providing on-hand conflict resolution. Dedicated to promote success and creativity.

## TECHNICAL SKILLS

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**Languages:** Proficient in HTML, CSS, and JavaScript

**Microsoft Office Suite:** Experienced in Microsoft Word, Excel, and Power Point

**Adobe Creative Suite:** Skilled in Illustrator and Premiere Pro

## EXPERIENCE & ACCOMPLISHMENTS

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Trek Bicycle —Dublin, Ohio

**Marketing & Sales Intern** | 2019

### Social Media Management

**Captured and created digital content** using popular social media platforms such as Instagram and Facebook. Responsible for uploading content on a schedule using consumer-based tactics. Increased our customer engagement rate up to 12% during a three month period. Promoted and campaigned for Pelotonia 2019.

### Customer Concierge

**Engaged with customers in the shopping and buying process;** provided general product information and technical related to specific product purchases, providing on-hand conflict-resolution, and cooperating with other team members, interacted with over one-hundred customers daily

Sociology & Gerontology Department — Oxford, Ohio

**Student Office Worker** | 2018 – 2019

### Administrative Support

**Scan, copy, and print documents** upon request of graduate students and professors. Support general office functions.

### Event Planning

**Organized and prepared special events** including setting up, creating table markers and packets of information, preparing brochures and food to be set out for over one-hundred people.

Nothing Bundt Cakes — Columbus, Ohio

**Guest Service Representative** | 2016 – 2019

### Sales

**Greeted and ensured customers felt comfortable and welcomed;** top retail salesman for multiple months at a time, longest employed since the opening of that particular store, entrusted to open and close the store alone, trained in quick thinking, kindness, appropriately assessing a situation, guidance, and creation of a pleasant environment.

### Operations: Order Fulfillment

**Accurately and efficiently package orders** by asking in-depth questions catered to the customers desires, offering visual advice, recording customer information, providing efficient ways of delivery and pick up, ensuring timely displays, and personally delivery packages.

### Operations: Inventory Management

**Manage adequate inventory of product,** strategically purchase future seasonal products, deliberately place items on the floor, price items accurately, created the main Valentine's Day display for the store front.

## EDUCATION & COMMUNITY INVOLVEMENT

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MIAMI UNIVERSITY – Oxford, Ohio  
Current GPA: 3.69  
BA, Media & Culture, Interactive Media Studies  
Predicted to graduate December, 2020

**GreenHawks Media Member**  
**Women's Chamber Choir Member**

GRANDVIEW HEIGHTS HIGH SCHOOL – Grandview Heights, Ohio  
Cumulative GPA of 3.8  
Graduated May, 2017

**Varsity Volleyball Player**  
**National Honor Society Member**  
**All State Choir Member**

## PERSONAL INTERESTS

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Hiking/Exercising  
Traveling  
Reading and Writing  
Reducing Waste and Recycling