Julianne Zimmerman

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

DIGITAL CONTENT DESIGNER –– WEBSITE CREATOR –– SALES LEADER –– PROJECT MANAGER

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

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

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

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

EXPERIENCE & ACCOMPLISHMENTS

Trek Bicycle –Dublin, Ohio

**Marketing & Sales Intern** ⏐2019

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| --- | --- |
| **Social Media**  **Management** | **Captured and created digital content** using poular 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

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| **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

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| **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 PERSONAL INTERESTS

MIAMI UNIVERSITY – Oxford, Ohio Hiking/Exercising

Current GPA: 3.69 Traveling

BA, Media & Culture, Interactive Media Studies Reading and Writing

Predicted to graduate December, 2020 Reducing Waste and Recycling

**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**