

**JULIAN CLARKE**  
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## EDUCATION

**WASHINGTON UNIVERSITY  
IN ST. LOUIS // CLASS OF 2016**  
B.A. Candidate in Economics; minor  
in Marketing; 3.57/4.00 GPA

**STAPLES HIGH SCHOOL //**  
**CLASS OF 2012**  
Graduated with honors. Managing  
Editor of national award-winning  
student newspaper.

## SKILLS

Data Analysis  
Marketing & Brand Development  
Social Media  
Google Analytics  
MS Office & iWork  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
HTML  
CSS  
Bootstrap

## PROFILE

Rising senior and Thomas H. Eliot Scholar at Washington University in St. Louis. I'm a data analyst, marketing strategist, front-end developer, co-founder of a cloud software startup, pitcher on a nationally-ranked baseball team, peer advisor to a floor of 50 students, and community activist.

## EXPERIENCE

### FRATAPUS

October 2014–Present

*Co-Founder*

- Program and design the full marketing website and stylization of web fraternity rush management application at [www.fratapus.com](http://www.fratapus.com).
- Developed a marketing, sales, and brand development strategy with limited budget, leading to acquisition of over 50 fraternity chapter customers with an average of 60 members just one month after launch.
- With an expected conversion rate of 50 percent, anticipated generation of over \$10,000 in first-year revenue attributed to marketing and organic growth.

### SPORTSBOARD

May–August 2014

*Marketing and Business Development Intern*

- Leveraged skills in marketing and business development and knowledge of operations within collegiate athletics to aid in the growth of the first-of-its-kind athletic data solution for the \$20 billion amateur athletic market.
- Played an integral role in development and rollout of strategic integrations at organizations like Perfect Game Baseball and IMG Academies.
- Independently spearheaded a partnership with a major baseball showcase operator. Additionally, innovated a new design concept for the iPhone application to increase power, control, and efficiency of the product.

### WASH. U. INTERFRATERNITY COUNCIL

August 2014–Present

*President; formerly Director of Campus & Community Outreach*

- Responsible for oversight of Presidents and executive boards of 11 campus fraternity chapters to organize a cohesive Greek system making up over 2,000 members of the student body.
- Charged with the marketing, promotion, public relations, governing and betterment of the Washington University male Greek community.
- Create educational and promotional material regarding the recruitment and pledging processes, the benefits and potential risks of fraternity life.
- Rejuvenated the structure of the executive board and pushed officers for measureable progress leading to higher awareness and increased campus involvement.

## AWARDS AND LEADERSHIP

**Thomas H. Eliot Scholar 2012–present**  
**CT Student Journalist of the Year 2012**

**AP Scholar with Honor 2012**  
**Academic All-UAA 2014**

**John M. Schael Scholarship in Arts & Sciences 2014-15**

- Varsity Baseball: Pitcher, 2.77 ERA. Aided the team to a top regional ranking and UAA championship in 2013 and a 28-16 record in 2014.
- Beta Theta Pi Alpha Iota Chapter: Judicial, Brotherhood, and Rush Committees – Made significant contributions to the judicial board and the rush committee, designed all marketing promotion and apparel for rush periods.
- Washington U. Student Associate (WUSA): Selected among the top 10 percent of WUSTL applicants to serve as a peer advisor to new students. Facilitated the college transition for 50 new students through community-building, group programming, and peer mentorship.
- Relay For Life: Steering Committee – organize marketing and PR strategies for third largest collegiate Relay event in the United States, raising over \$660,000 from 2012-2014 among 1,800 participants. 2014 Luminaria Ceremony student speaker. Personally raised over \$3,500 for cancer research, treatment, and care.