

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.
- 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.