

**JULIAN CLARKE**  
**julianpclarke@gmail.com**  
**(203) 451-6514**  
**www.julianclarke.me**

## EDUCATION

### **WASHINGTON UNIVERSITY IN ST. LOUIS // CLASS OF 2016**

B.A. Candidate in Economics; minor  
in Marketing; 3.6/4.0 GPA

### **STAPLES HIGH SCHOOL //** **CLASS OF 2012**

Graduated with honors. Managing  
Editor of national award-winning  
student newspaper.

## SKILLS

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

## PROFILE

I'm a rising senior and Thomas H. Eliot Scholar at Washington University in St. Louis. I'm a creative data analyst, marketing enthusiast, 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 for urban rejuvenation. I'm scrupulous, a multitasker, and I'm a human. I have an intense desire to work in technology marketing and front-end development. I love of changing the way people experience products and brands. My theme song is Midnight City by M83.

## EXPERIENCE

### **FRATAPUS**

October 2014–Present

*Co-Founder*

- Developed and designed the full marketing website and styled our web-based fraternity recruitment application at [www.fratapus.com](http://www.fratapus.com).
- Developed a marketing, sales, and brand development strategy to college fraternity men with no budget, still leading to wide, rapid growth.
- What originally began as a solution to our fraternity's issues, we quickly realized that we could make fraternity recruitment around the country simply a better process. One week after launch, 20 chapters around the country committed to the software, and we made connections with hundreds more through organic marketing efforts.

### **SPORTSBOARD**

May–August 2014

*Business Development Summer Intern*

- Leveraged skills in marketing, business development, user experience design, 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 design concept for the iPhone to greatly increase power, control, and efficiency of the product.

### **WASH. U. INTERFRATERNITY COUNCIL**

August 2014–Present

*President – formerly Director of Campus & Community Outreach*

- 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.
- Responsible for oversight of Presidents and executive boards of 11 chapters to organize a cohesive Greek system and Greek-wide service event.
- Rejuvenated the entire executive board and pushed officers for progress toward both individual and collective goals to see realized change.

## AWARDS AND LEADERSHIP

**Thomas H. Eliot Scholar 2012–present**

**AP Scholar with Honor 2012**

**CT Student Journalist of the Year 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 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 promotional material for rush periods.
- Washington U. Student Associate (WUSA): Facilitated college transition for 50 new students through community-building and peer mentorship.
- Relay For Life: Team Captain & Steering Committee – organize marketing and PR strategies for third largest collegiate Relay event in the United States. 2014 Luminaria Ceremony student speaker. Raised over \$3,200 for cancer research.