

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, 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.
- 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.

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

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 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.