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JULIAN CLARKE
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EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS // CLASS OF 2016
B.A. Candidate in Economics; minor in Marketing; 3.51/4.00 GPA

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

SKILLS

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

PROFILE

Rising senior and Thomas H. Eliot Scholar at Washington University in St. Louis. I'm a marketing strategist, data guy, 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 a human.

EXPERIENCE

ELASTICITY   May 2015–Present
Digital Strategy Intern
- Elasticity's approach blends the strategies of traditional public relations and marketing with the creativity of advertising to break through a cluttered landscape. We build engaging relationships between our clients and connect them with the audiences they wish to reach, wherever they may be.

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.
- Created the first IFC-led Sexual Assault Prevention Task Force, leading to a consent awareness and bystander prevention campaign on campus.
- Led the first ever IFC-wide philanthropy effort through the Movember Foundation.

AWARDS AND LEADERSHIP

Thomas H. Eliot Scholar 2012–2014   Wash. U Greek Man of the Year 2015
CT Student Journalist of the Year 2012   Academic All-UAA 2014-15
John M. Schael Scholarship 2014-15   AP Scholar with Honor 2012

- Varsity Baseball: Pitcher, 2.77 ERA, team leader in innings pitched, strikeouts, second most strikeouts in University Athletic Association. UAA Champions in 2013 & 2015, 2015 NCAA finalists, 87-47 career team record.
- Beta Theta Pi Alpha Iota Chapter: Judicial 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 students as a peer advisor for new students. Facilitated the college transition 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 $820,000 from 2012-2015 among over 2,000 participants. 2014 Luminaria Ceremony student speaker. Personally raised over $5,000 for cancer research, treatment, and care.