

**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

Full-Stack Marketing  
Product Management  
Data Analysis  
Brand Development  
Media Planning + Paid Media  
SEO + SEM  
Social Media Marketing  
Google Analytics + AdWords  
Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
HTML  
CSS  
Bootstrap  
MS Office + Excel

## EXPERIENCE

### ELASTICITY

May 2015–Present

*Digital Strategy Intern*

- Developed and aided in executing the primary digital content marketing strategy for a large lifestyle clothing brand, increasing social brand awareness by XX% leading up to launch of a new product line
- Handled direct strategies for a large nonprofit organization during its new fundraising campaign launch, growing its online following by XX%
- Carried out media planning and targeting analysis for Charter Com during its purchase of Time Warner Cable, for a lifestyle clothing brand's new product launch, and a large non-profit's first large-scale digital campaign.
- Evaluated search engine optimization and marketing strategies for several brands and employed integrated strategies to supplement search efforts.

### FRATAPUS

October 2014–Present

*Co-Founder*

- Hand coded Fratapus.com, continuously handle front-end development projects, landing page A/B testing, SEO/SEM strategies, social media content creation, and design of the most comprehensive cloud-based recruitment management application.
- Developed a marketing, sales, and brand development strategy with limited budget, leading to acquisition of over 90 fraternity chapter clients and thousands of users less than half a year after launch.

### 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 lead 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, and 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.
- Wash. U. Undergraduate Council: a group of ten students, faculty, and administrators appointed to discuss all aspects of the undergraduate experience. Regularly hear reports, recommend actions, and serve as a clearing house for issues concerning Wash. U.'s undergraduate students.
- 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.