

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 + Content 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 51% leading up to the 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 22%
- 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.
- Supplemented search engine optimization and marketing strategies for several brands through search, data, and influencer analysis.

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.