

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 stu-
dent newspaper. Named 2012 JEA
Student Journalist of the Year

SKILLS

Full-Stack Marketing
Product Management
Data Analysis

Brand Development
Media Planning / Paid Media
Social Media / Content Marketing

Google Analytics
Adobe Creative Suite
HTML / CSS / Bootstrap
MS Office / Excel

EXPERIENCE

ELASTICITY

May 2015–August 2015

Digital Strategy Intern

- Developed and aided in executing the primary digital content marketing and SEO strategy for a large lifestyle clothing brand, increasing social brand awareness by 51% leading up to the launch of a new product line.
- Carried out media planning and targeting analysis for the second largest communications company in the U.S. and for a large non-profit's first large-scale digital campaign.
- One of 40 students accepted from 1500 applicants for Marketing EDGE's internship and Google-hosted Interactive Marketing Immersion Experience.

FRATAPUS

October 2014–Present

Co-Founder

- Developed a client base of over 80 fraternity chapters and over 1,000 users less than six months after launch.
- 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.

SPORTSBOARD

May 2014–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 \$20B amateur athletic market.
- Spearheaded a partnership with a major baseball showcase operator. Played a role in development and rollout of strategic integrations at organizations like Perfect Game Baseball and IMG Academies.

WASH. U. INTERFRATERNITY COUNCIL

August 2014–Present

President

- 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 campaign; held the first ever IFC-wide philanthropy effort through the Movember Foundation.

AWARDS AND LEADERSHIP

Thomas H. Eliot Scholar 2012–2014
Academic All-UAA 2014-15

WU Greek Man of the Year 2015
John M. Schael Scholar 2015

- 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.
- Washington U. Undergraduate Council: Appointed by the University administration to represent students on the undergraduate experience council. Regularly hear reports, recommend actions, and serve as a clearing house for issues concerning Wash. U.'s undergraduate students.
- 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: 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.