

## 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; 3.51/4.00 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](http://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.