

JULIAN CLARKE

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EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS // CLASS OF 2016

B.A. 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

Product Design
Product Management
Data Analysis
Design Thinking
UX / CX
Digital Marketing
HTML / XML / CSS
Javascript / RegEx
Excel
Adobe Creative Suite
Google Analytics

EXPERIENCE

MEDALLIA

July 2016–Present

Analyst, Professional Services

- Build complex product configurations for large-scale operational software implementations and servicing.
- Work cross-functionally between product, engineering, design and consumer insights to provide best-in-class customer experience solutions to global businesses.
- Assisted Product with *Foundations Packages* project by building a retail-focused advanced analytics report for identifying missed purchases and reclaiming revenue.
- Design both platform- and end-user digital solutions for analytical reporting and data collection
- Solve cool business problems with data-driven, creative and unique approaches.

FRATAPUS

October 2014–October 2016

Co-Founder

- Built a best-in-class recruitment candidate tracking system specifically for college fraternities
- Led product management and design strategy, conducted UX research through design workshops and user experience interviews
- Developed a client base of 125 fraternity chapters and over 1,500 users in eight months.
- Handled front-end development, site reliability, marketing strategy, design, and business development of our cloud-based recruitment management application

ELASTICITY

May 2015–August 2015

Digital Strategy Intern

- Developed and aided in executing digital content marketing strategy for a new lifestyle clothing brand, increasing social brand awareness by 238% leading up to launch of a new product line.
- Carried out media planning and targeting analysis one of the three largest communications companies 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 Program.

SPORTSBOARD

May 2014–August 2014

Marketing and Product Intern

- 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.
- Assisted in mobile product design projects, leading to updated and refreshed UI. Led summer promotional campaign design.

AWARDS AND LEADERSHIP

W. Alfred Hayes Award 2016

Greek Distinction Award 2016

Thomas H. Eliot Scholar 2012–2014

WU Greek Man of the Year 2015

Academic All-UAA 2014, 15, 16

John M. Schael Scholar 2015

- Varsity Baseball: Pitcher, 3.74 ERA, team leader in innings pitched, strikeouts & complete games for nationally-ranked program. UAA Champions in 2013, 2015, 2016. 2015-16 NCAA finalists, 105 career K's.
- Interfraternity Council President: Responsible for operations and leadership of 11-chapter, 2,000-member Greek community. Created the first IFC-led Sexual Assault Prevention Task Force.
- WU Undergraduate Council: Appointed by the Dean of Students to the WU undergraduate experience committee. Recommended actions and served as a clearing house for issues concerning undergraduates.
- Relay For Life: Sat on exec. board for 3rd largest collegiate Relay event in the U.S. (\$900,000+ raised, 2012-16). Personally raised over \$9,000.