

# Julian Gerace

## DIGITAL MEDIA CREATIVE

## HELLO !

I'm a passionate media creative, specializing in digital and conceptual work. I'm culturally aware and let current trends and events drive my work, while still drawing from a wealth of traditional knowledge. I have a diverse skill set and strive to expand it every day, seeking out opportunities to advance and give back. I'm an excellent communicator, an experienced leader, and I'm hungry for a challenge.



## EDUCATION

**LEBANON VALLEY COLLEGE:** B.M., B.A.

I received degrees in Music Recording Technology and Music Composition. In addition to my music studies, I was heavily involved in radio broadcasting, advertising, and photography/videography.

**OTHER CERTIFICATIONS:** Hubspot Marketing, Google Analytics, Google AdWords



## JOB EXPERIENCE

**DIGITAL MEDIA SPECIALIST:** MERIDIAN BANK

As the first in a newly created position, I helped plan and develop a fresh digital presence for Meridian Bank. I took over a stalled website redesign and oversaw agencies and internal teams in the creation of a powerful new site that became a cornerstone for bank functions. I was responsible for all photography and videography, as well as the creation of marketing emails and microsites within a heavily regulated industry.

**ASSOCIATE PRODUCER:** WONDERFUL MACHINE

I worked with major brands, ad agencies, and publications to produce creative media and connect them with our member photographers. As a digital designer, I created websites, custom code, and HTML emailers. Prior to stepping into the associate producer role, I worked in the photo editing and publicity departments.

**CONTENT/BRAND DEVELOPER:** CENTER FOR CAREER DEVELOPMENT at LVC

I worked with the CCD to evaluate their current promotional practices and develop a better strategy to market their services to the student population. I created and executed new marketing initiatives and created a sustainable and attractive brand that was easy to maintain internally.



## VOLUNTEER EXPERIENCE

**CODE FOR PHILLY**

I provide marketing help and front-end development with a number of other volunteers who come together to make the city of Philadelphia better. As a division of the Code for America brigade, Code For Philly works on projects to benefit the city such as election mapping, helping citizens find clean water, and creating resources for the formerly incarcerated.

**PHI MU ALPHA SINFONIA:** COMMITTEEMAN-AT-LARGE

I serve as the webmaster for the 21st Province and have been commissioned to build & manage their new website. I also was elected to the Philadelphia Area AA leadership as a Committee-man-at-large, helping to shape the future of the association.



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## SKILLS

### PROFESSIONAL SKILLS

- Adobe Creative Cloud
- Front-End Web Development
- Analytics/UX
- Graphic Design
- Wireframing
- Photography
- Audio & Video Editing
- Email Marketing
- Dancing

### PERSONAL SKILLS

- Problem Solving
- Communication
- Innovation
- Teamwork/Collaboration
- Management
- Organization