

JULIA PAPANEK

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FRANCISCO, CA 94102

EDUCATION

B.S. in Psychology
magna cum laude
GPA 3.8
Santa Clara University
Santa Clara, CA

TECHNICAL SKILLS

INDESIGN / ILLUSTRATOR /
DREAMWEAVER / LIGHTROOM
/ PHOTOSHOP / HTML & CSS
/ MICROSOFT CRM / WORD
/ OFFICE / EXCEL / GOOGLE
ANALYTICS / WORDPRESS /
SQUARESPACE / MAILCHIMP

INTERESTS

// FRONT-END WEB
DEVELOPMENT (currently
enrolled in a 60-hour part-
time course)

// COOKING &
PHOTOGRAPHY (visit my
food & lifestyle blog @
sprinklesandsaturdays.com)

PROFESSIONAL EXPERIENCE

CAPITAL PACIFIC, San Francisco, CA

Senior Marketing Manager / March 2017 - Present

Marketing Manager / March 2016 - March 2017

Marketing Associate / June 2014 - March 2016

Capital Pacific is a boutique commercial real estate firm.

- Lead all marketing efforts for a 35-person firm generating \$900M+ in annual revenue; directly manage a Marketing Associate and indirectly supervise 4 analytics assistants to drive strategic marketing initiatives.
- Spearhead company's current \$100k 1-year rebranding effort; lead team of 4 consultants in development of a new logo, website, culture video, email templates, and sales materials for launch in Q3 2017.
- Design and execute 200+ email blasts and promotional campaigns per year; leverage backend analytics and conduct A/B testing to optimize future campaigns.
- Customized an email marketing program for a list of unengaged clients that has 170% higher open rates and 300% higher click rates.
- Reinvented corporate networking events by rethinking concepts, utilizing new venues, and redesigning graphics and email invite campaigns; saved the company \$5K and increased attendance by 80%.
- Optimized the sales package and proposal process by redesigning templates, training staff, and streamlining the review system; reduced turn-around time by an average of 1 day.

TESLA MOTORS, Palo Alto, CA

Trade-In Program Coordinator / June 2013 - June 2014

- Oversaw operations by cultivating a relationship with a third-party dealership and arranging transport of trade-in vehicles off Tesla service centers quickly and efficiently, maintaining order for incoming service vehicles.
- Facilitated communication between Delivery Experience Specialists assisting customers and dealership representatives to execute seamless transaction experiences for customers during their Tesla deliveries.

Delivery Experience Specialist / November 2012 - June 2013

- Advised customers while their vehicles were in production (1-3 months) and coordinated deliveries immediately upon completion, successfully moving hundreds of customers through the pipeline in time to reach quarterly goals, contributing to Tesla's first profitable quarter in Q3 2013.