

**JULIE RITZ**  
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## EDUCATION

**Boston University** Boston, MA  
**Bachelor of Science (BS), Mass Communications, concentration in Public Relations and Spanish** (May 2014)  
**University of Washington** Seattle, WA  
**Certificate Program, Full Stack Web Development** (Graduating August 2020)  
HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express.js, React.js, Node.js, MongoDB, MySQL, Command Line, Git/Github, Heroku, Web Accessibility, Responsive Design, Computer Science and Algorithms.

## EXPERIENCE

**Ride the Ducks of Seattle** Seattle, WA  
**Marketing Manager** (October 2019 – March 2020)

In addition to skills in my role as Marketing & Sales Coordinator, new responsibilities included:

- Growing and maintaining live-inventory voucher program through online travel agents such as Expedia, Groupon and Tigtets. Reconciling voucher payment program to increase accuracy of redemption and billing

**Marketing & Sales Coordinator** (August 2018 – September 2019)

- Scheduling and creating content for social media (Facebook, Instagram, Twitter, YouTube), company blog
- Managing advertising budget and placement, creating print and online collateral through Adobe Creative Suite
- Project management: working with external companies on display/retargeting, SEM and SEO campaigns bringing additional revenue of over \$70,000.
- Pulling and analyzing data from company website and Google Analytics on a weekly basis
- Relationship management: partnering with other Seattle-area attractions on cross-promotional efforts
- Maximizing user experience on Wordpress website, updating and editing html/css, copywriting
- Daily customer service and engagement through online review platforms, Facebook chat and email. Problem solving through appropriate direction of complaints/ problems leading to customer success
- Shooting company photos and videos, coordination of event and trade shows, media and film crews

**Comunidad de Madrid - Consejería de Educación, Juventud, y Deporte** Madrid, Spain  
**English Language Assistant** (September 2017 – June 2018)

- Planned and lead dynamic lessons in English for classes of 30+ native Spanish students in grades 6-12
- Assisted 5 native Spanish teachers with lesson planning and teaching in English (including but not limited to grammar, phonology, morphology, syntax in reading, writing, and speaking)
- Created small-group seminars to reinforce writing skills, teach new vocabulary, and reinforce grammar
- Organized in-school activities/exercises to develop intercultural understanding

**CAPA The Global Education Network** Boston, MA  
**Interim Social Media Coordinator** (March 2017 – September 2017)

In addition to skills in my role as Marketing Assistant, new responsibilities included:

- Writing and maintaining content for blog posts 5 days a week, 2-4 times per day
- Managing blogger and vlogger program: recruiting students to write or create videos for company blog, editing content, maintaining payment schedule
- Managing content for social media platforms (Twitter, Facebook, Instagram, Pinterest, YouTube, LinkedIn)
- Creating monthly and quarterly analytical reports

**Marketing Assistant** (January 2016 – February 2017)

- Edited copy for company website and third party websites where our services were advertised
- Managed Marketing Request System and Marketing Inventory System in Salesforce
- Developed buyer personas, implemented email workflow to create a buyer's journey through Hubspot
- Implemented landing pages and content offerings to create leads through email workflow
- Maintained relationship with vendors and placed orders for print collateral, giveaways, and more
- Maintained and organized image library
- Coordinated event logistics, prepared and shipped packages of marketing collateral

**YBM Sisa** Seoul, South Korea  
**English language Instructor** (August 2014 – September 2015)

- Planned and lead dynamic lessons in English for classes of 15+ native Korean students in grades Pre-K–5
- Created lesson plans, class evaluations, syllabi, curriculum guides, report cards, and corrected homework
- Maintained close relationships with superiors regarding scheduling and class progress
- Provided students with correct use of grammar, phonology, morphology, reading, writing, and speaking