

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

Freelance Seattle, WA
Marketing Consultant (March 2020 – Present)

- Launching and maintaining a weekly blog for a coffee box subscription service
- Design and creative material direction
- Creating, updating and processing orders via Shopify
- Creation and maintenance of print labels and information via ShipStation
- Cleaning up and organizing data in Google spreadsheets
- Troubleshooting customer service emails

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 Tiqets. 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