

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* (August 2020)
HTML5, CSS3, JavaScript, jQuery, Bootstrap, Handlebars, Express.js, React.js, Node.js, MongoDB, MySQL, Command Line, Git/Github, Heroku, Web Accessibility, Responsive Design, Computer Science and Algorithms

EXPERIENCE

Fairway Independent Mortgage Corporation Remote
Marketing Manager (September 2021 – Present)

- Manage a team of marketers across the PNW region.
- Product/program management: conceptualized and launched and optimized several new marketing products for our Loan Officers including closing gifts, 8 in 8 realtor connection program, seasonal offer boxes and affinity program.
- Opened a new in-person marketing center. Includes a full production room (filming, photo, podcast and more) and storage room for available marketing products and programs.
- Created an inventory system to manage products.
- Created internal communications processes including a monthly team newsletter, semi-monthly program updates, onboarding quarterly marketing newsletter and more.
- Launched and maintained a partnership with a digital strategy agency to manage Loan Officers' online presence.

Marketing Coordinator (September 2020 – August 2021)

- Built email and text drip campaigns through Jungo and SMS 360 targeting new, current and former customers to drive engagement. Wrote copy and designed/edited layouts in HTML, CSS & MJML.
- Implemented social media strategy plans for 6 branches and more than 100 Loan Officers to boost online presence. Created SOPs, training documents and conducted live training sessions.
- Developed strategies for ad retargeting, lead generation and conversion rate tracking and improvement.
- Digitized co-marketing and networking efforts post COVID-19 to drive customer acquisition and retention. Strategized tactics for more consistent, positive online reviews.
- Design of all branch creative materials (social media posts, post cards, invitations) in Adobe Photoshop. Marketing management for events.

Freelance Remote
Marketing Consultant (March 2020 – Present)

- Launched and am currently maintaining a weekly blog for a coffee box subscription service, Honey & Roses Coffee Co. contributing 8-10 blogs/ month.
- Own email campaigns created in Klaviyo.
- Maintenance of Google Shopping campaigns.
- PR outreach, pitching and press release creation.
- Copywriting and editing on Honey & Roses website implementing SEO keywords.
- Perform HTML & CSS fixes for Shopify website.
- Created, updated and processed orders via Shopify including corporate orders of 40+ boxes per order for The L&W Team/ Savor Seattle.
- Created and maintained print labels via ShipStation for nationwide delivery, averaging 50-boxes/ week.
- Organized data in Google spreadsheets by deleting duplicated data and tracking number of boxes/ category.
- Troubleshoot customer service emails by escalation and remediation of faulty products, unhappy customers and fixed delivery issues.

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

- Grew and maintained API integration with Expedia, Groupon and Tqets to pull stock from live inventory increasing 3rd party bookings. Restructured voucher program increasing accuracy of redemption and billing.
- Managed all inbound group sales. Group revenue was up 60% in March 2020 over March 2019.
- Managed relationships with 30+ Seattle attractions and hundreds of clients from corporations, tour/travel agencies, the education sector and more.

- As a result of these strategies, Ride the Ducks was up 68% in revenue in February 2020 over February 2019.
- Marketing & Sales Coordinator** (August 2018 – September 2019)
- Scheduled and created content for social media (Facebook, Instagram, Twitter, YouTube), company blog.
 - Managed advertising budget and placement, created print and online collateral in Adobe Creative Suite.
 - Project management: worked with external companies on display/retargeting, SEM and SEO campaigns bringing additional revenue of over \$70,000 in 2019.
 - Pulled and analyzed data from company website and Google Analytics on a weekly basis.
 - Maximized user experience on Wordpress website, updated and edited html/css, copywriting.
 - Daily customer service and engagement through online review platforms, Facebook chat and email.

- 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.
 - 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)
- Skills below in addition to in addition to skills in my role as Marketing Assistant:
- Managed blogger & vlogger program: recruited students to write/ create videos for blog, edited content. Wrote and maintained content for blog posts 5 days a week, 2-4 times per day.
 - Managed content for social media platforms (Twitter, Facebook, Instagram, Pinterest, YouTube, LinkedIn).
 - Created 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.

- 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 small-group seminars to reinforce writing skills, teach new vocabulary, and reinforce grammar.
 - Organized in-school activities/exercises to develop intercultural understanding.