

**JULIE RITZ**  
2533 Filbert Ave.  
Bremerton, WA 98310

Phone: 508-479-0215  
Email: Julie.Ritz@gmail.com

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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, Handlebars, 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)

- Launched and currently maintaining a weekly blog for a coffee box subscription service, Honey & Roses Coffee Co. contributing 8-10 blogs/ month.
- Design and creative material direction of business cards, website layout, color palette etc.
- 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)

Skills below in addition to skills in my role as Marketing & Sales Coordinator:

- Grew and maintained API integration with Expedia, Groupon and Tiquets 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. My 2019 strategy cut our social ad budget in half and saw a 9.72% increase in conversion over 2018.
- 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.
- 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)

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 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 the highest standard of grammar, phonology, morphology, and syntax in reading, writing, and speaking.