

Nick Wurzer

V00958568

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Introduction of Julia Chanourdie, Marketing Influencer

I would like to choose Julia Chanourdie for my independent marketing influencer project. Although in truth I typically steer away from influencers on social media, I enjoy rock climbing and Julia Chanourdie is an awesome climber! She has a few climbing gear companies and one camper van rental company which sponsor her as well as some other not for profit organizations which she represents through her Instagram and Facebook. One challenge during this project would be that some of her sponsors are smaller French organizations and seeing the whole picture might be tricky as French is not my first language. I do believe this is more than doable though despite this challenge, because not only are her posts also in English, but I also took four years of French and I believe with the help of a dictionary, my comprehension of the French language and culture would be sufficient for getting a fairly full picture of this influencer. I'm looking forward to this project and receiving any feedback you may have regarding this choice!