

# Julia Dvonch Gardner

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## Education

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Virginia Polytechnic Institute and State University (Virginia Tech), Blacksburg, VA  
Pamplin School of Business  
B.S. in Marketing Management *May 2005*

Virginia Early Childhood Administrator Professional Credential (VA-ECAP) Level II *May 2020*

NAEYC Membership *2018 - Present*

NAEYC Annual Conference *November 2018*

## Experience

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Lord of Life Preschool Director **Fairfax, VA**  
*May 2020 – Present*

Administrative Assistant *June 2018 – May 2020*

- Provided daily collaborative, in-classroom support to teachers and assistants through individualized help and conflict resolution.
- Maintained flexibility by working through daily interruptions inherent to a preschool environment, such as providing in-classroom assistance to teachers to keep classrooms in-ratio, assisting with student injuries or problems, and meeting with prospective parents.
- Transitioned, updated, and continue to maintain student financial accounts from Microsoft Excel ledgers to QuickBooks Online accounts to more accurately track and report invoices, payments, deposits, balances, and sales receipts.
- Migrated email platform from Outlook to Constant Contact to streamline, brand, and track preschool communications.
- Redesigned, launched, and continue to manage new preschool website, strategically highlighting school differentiating features: Highly educated staff, low student-to-teacher ratios, inclusive, Christian environment, and play-based learning philosophy.
- Transitioned school-year student registration and enrichment-class student registration from paper to digital by composing and building custom forms on new website.
- Prepared accounting reports, new student files, and assisted in writing/editing monthly newsletters and other correspondence.
- Maintained financial and personal confidentiality of students, families, and colleagues.
- Collaborated with colleagues to develop consistent policies and procedures that create an inclusive, safe, and nurturing school culture conducive to learning.
- Provided clerical and administrative support to preschool Director, Teachers, and Board.
- Complied with all state licensing and school policies, including managing fire drills and assisting with lock-down and shelter-in-place drills.
- Obtained CPR, First Aid, Daily Health Observation, VDSS Child Abuse and Neglect Recognizing, Reporting and Responding for Educators training, as well as 16 Early Childhood Education Professional Development training hours per year.

Alphabet Cooperative Preschool Board of Directors **Manassas, VA**  
Cooperative Assistant Teacher and VP of Marketing and Community Relations *April 2014 – May 2015*

- Assisted professional teacher in the classroom as a cooperative parent teaching assistant 2-3 times per month.
- Attended three parent workdays and eight parent training hours per year for two school years (2013-2014 and 2014-2015).
- Cleaned and sanitized classroom and student restroom after each co-op day to ensure student health and safety.
- Designed and procured the first new Alphabet Preschool street sign in 25 years.
- Maintained preschool webpage, photo log, and Facebook page.
- Participated in all aspects of the 2015 Silent Auction, the preschool's primary fundraising event. This involved planning, promoting, organizing, collecting donations, and reconciling accounts.
- Planned, organized, and promoted within the community the 2015 Silent Auction, the preschool's primary fundraising source.

ABS Technology **Virginia Beach, VA**  
Director of Marketing and Public Relations *April 2007 – May 2012*

- Interviewed, hired, and managed marketing team across three offices (Richmond, Roanoke, and Virginia Beach), including while residing in Italy for final two years of employment.
- Conducted strategic planning and implementation of all marketing campaigns, events, and activities across three offices.
- Integrated knowledge of traditional marketing techniques with a passion for social media to create unique campaigns that ex-

tended reach to customers and prospects throughout the mid-Atlantic region.

- Maintained partner marketing relationships:
  - Collaborated with Cisco marketing to produce written and video case studies of customer success stories.
  - Conducted biweekly meetings with Cisco Channel Marketing Development Manager.
  - Served as a member of the Cisco Channel Marketing Advisory Council.
  - Presented marketing best practices at Cisco Partner Velocity marketing conferences (Miami, New York, Paris, and Barcelona).
- Responsible for branding and creating awareness through online presence and public relations:
  - Overall management of the ABS website.
  - Production and distribution of press releases.
  - Managed HubSpot inbound marketing software including search engine, page, and content optimization.
  - Maintained ABS Google local listing, Twitter, and YouTube accounts.
- Managed all aspects of event planning process including: collaboration with subcontractors, venue identification, menu development, printing and design of materials, and budget tracking for 4-6 events and trade shows per year across Virginia.

#### **AccuNet Communications**

##### **Inside Sales and Marketing Manager**

**Charlotte, NC**

*August 2006 – April 2007*

- Project lead on development, design, focus, and launch of new AccuNet website.
- Utilized database queries, internet search skills and business journal leads to identify target market and create a prospect database of 5,000 local contacts.
- Designed and created six direct mail marketing pieces in six months to implement marketing plan, create company awareness, and generate sales.
- Managed all aspects in planning four seminar marketing events including designing invitations, procuring customer attendees, catering, and scheduling follow-up appointments.
- Drafted and designed company marketing material library, including: Introduction Letter, Company Profile, Information Packet, Company Solutions Summary, and Network Security Flyer.

#### **NVHomes, NVR Inc.**

##### **Sales and Marketing Representative**

**Chantilly, VA**

*July 2006 – July 2006*

- Completed 12-month sales training program in 9 months through corporate classroom training, self-study, and field training, bringing division value as a full sales representative and reducing company training costs.
- Conducted in-depth needs analysis of customers through implementation of professional selling skills which built solid relationships with customers.
- Demonstrated consultative selling and closing skills, guiding clients through entire sales process.
- Pre-qualified customers for financing, illustrating individual mortgage and financing options, which saved in-house loan officers time and took the emotional sale of a new home to a new, logical level by rationally explaining each customer's financial ability to afford their dream home.

## **Skills and Distinctions**

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<b>Typing:</b>	Average 60 words per minute
<b>MS Office Suite:</b>	Word, Excel, Outlook, Access, PowerPoint, Publisher
<b>Accounting:</b>	QuickBooks Online
<b>Communications:</b>	FaithConnector, Constant Contact