



# JULIE A. KRAMER

## MARKETING & COMMUNICATIONS PROFESSIONAL

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Willing to relocate at own expense | www.juliekramer.extendr.com

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### PROFESSIONAL PROFILE

- **2.5 years** experience in **advertising & public relations in agency settings**, social media & direct marketing, project management, business communications, consumer insights, marketing research, & business development
- **Computer & Language Skills:** Adobe CS3, CS4 – InDesign, Photoshop, Illustrator, Acrobat; MS Office 2003, 2007 – Word, Excel, PowerPoint, Publisher, Outlook, Access; Social media platforms – WordPress, Twitter, Facebook, LinkedIn; Windows XP, Vista, 7, Mac OS X; Internet, Advantage, Adassist, CisionPoint, Factiva; Spanish language – proficient

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### EDUCATION

**Bachelor of Science in Business, Concentrations in Marketing & Graphic Design** (August 2005 – May 2009)  
Edgewood College - Madison, WI; Honors student (2005 - 2009), 3.5 GPA

**Study Abroad – Sydney, Australia** (July – December 2007) & **Suzhou, China** (May – June 2007)  
Included a marketing internship (Australia) & independent research on international advertising (China)

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### EXPERIENCE & ACCOMPLISHMENTS

**Ruder Finn, Inc. Public Relations Agency, International HQ** – New York, NY

*PR Consultant (Travel & Economic Development Department)* (September 2009 – Current)

*PR Intern* (Summer 2009)

- Arrange entire promotional campaigns from start to finish (researching and planning, writing the promotional materials, pitching and securing media coverage, composing wrap analysis reports and recommendations)
- Increase client visibility by writing custom press releases; have reached at least 35.8 million people in publications such as *The Washington Post* & *AOL Travel* for clients (e.g. **Jamaica Tourist Board, Embassy Suites, & Air France**)

**Telephony Media (Organic Spread Media)** – New York, NY

*Contract Project Manager* (November 2009 – Current)

- Researched, compiled, and analyzed qualitative research for implementation into a developing iPhone application
- Directed three employees' work, conducted weekly meetings, and reported team progress to company's CTO

**The Karma Group Advertising Agency** – Green Bay, WI

*Account Coordinator* (December 2009 – January 2010)

- Managed daily activities for 12+ clients (e.g. **The Green Bay Packers, Cellcom, & Oshkosh Corp.**) and ensured continued progress of client workflow on strategy, on budget, and on time
- Assembled background information and analysis to develop creative briefs and client/media/vendor updates

**Edgewood College Admissions Office**, Marketing & Communications Intern – Madison, WI (*January 2008 – May 2009*)

**Lands' End, Corporate HQ**, Consumer Insights/Marketing Research Intern – Dodgeville, WI (*Summer 2008*)

**Habitat for Humanity Australia, National HQ**, Marketing Intern – Sydney NSW (*Summer/Fall 2007*)

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### COMMUNITY INVOLVEMENT

- **Students in Free Enterprise (SIFE)**, Co-President (*2005 – 2009*)
- **Admissions Office Student Ambassadors**, Executive Board Member & Ambassador (*2005 – 2009*)
- **Luke House Community Meal Program & Schools of Hope**, Volunteer/Tutor (*2006 – 2009*)
- **Edgewood Rotaract Club**, Member (*2008 – 2009*)

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### HONORS & AWARDS

- **Edgewood College** - Presidential & Leadership Scholarships (*2005 – 2009*), Walter Collins Book Award for enhancing the well-being of others (*2008*), Sinsinawa & International Club Study Abroad Scholarships (*2007*), Outstanding Student Achievement Award (*2007*), Academic Excellence Award (*2006*)
- **SIFE (Students in Free Enterprise) Student Organization** - Regional Competitor & Team Presenter (*2005 – 2009*), Scholarship Award for commitment to the team (*2008*), Service Leadership Award (*2007*), Community Service Recognition Certificate (*2007*), Regional Competition Champion & National Competitor (*2006*)