

JULIE MARIE GOMES

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ASSOCIATE DIRECTOR OF MARKETING

Consumer Practice • Cause Marketing • Non-profit Advertising

Passionate, creative marketing leader with 14 years of demonstrated success leveraging marketing analytics and cutting edge digital technologies to develop award-winning, innovative campaigns and promotions that increase brand awareness and profits. Motivated fast learner with a proven track record of using critical thinking skills to develop original insights that inform decision making and strategic planning. Consistently recognized for leadership accomplishments and proficiency in social media marketing and digital strategies for non-profit organizations and consumer packaged goods.

CORE COMPETENCIES

- Market data analysis
- Consumer science
- Sales promotions
- Business development
- Social media and digital marketing
- Supervising marketing associates
- Collaborating with cross-functional teams
- Fundraising and community outreach
- Reinventing brands
- Account management
- Project budgeting
- Near fluent in Spanish

SOFTWARE SKILLS

Nielsen marketing analysis tools and web traffic analytics • Social media websites (Facebook, Twitter, Instagram YouTube) • Social media automation tools (Hootsuite)

PROFESSIONAL EXPERIENCE

SMITH & COMPANY MARKETING (SCM) | NEW YORK, NY

8/2010 – PRESENT

Manager, Consumer Clients

1/2018 – Present

Manage all advertising and marketing for a portfolio of brands. Oversee a team of four senior associates and 17 associates.

- Launched a multi-platform campaign for a soft drink manufacturer that increased consumer brand awareness by 14% and sales by 3% after a long decline and earned SCM a Bronze 2018 Clio award for social media/digital marketing.
- Managed a budget of \$12 million in one year.

Social Media/Digital Strategies Steering Committee Member

1/2018 – Present

Member of a cross-functional leadership group that works to accelerate SCM's digital and social media marketing practice.

- Act as a liaison to the Child Health Alliance for its nationwide health campaigns. Relaunched the organization's website and grew social media followings to drive a 35% increase in corporate financial support.

Team Leader

6/2012 – 1/2018

Supervised a team of four associates and one senior associate working on consumer brands projects and programs.

- Developed an innovative social media marketing campaign that captured a 10% first year market share in key cities for Northern Dawn coffee and was awarded "Campaign of the Year" for 2013.
- Mentored two team members from associates to senior associates.
- Managed a budget of \$10 million over two years.

Senior Associate

8/2010 – 6/2012

Performed marketing analytical work on ad placement and effectiveness using Nielsen marketing analysis tools.

- Developed advertising, packaging, and messaging strategies that contributed to a 3% market share increase (approximately \$20,000 increase in retail sales) for a large consumer packaged goods (CPG) client.

JONESFLORES | CHICAGO, IL

6/2007 – 6/2010

Associate, Consumer Practice

Assisted with a variety of consumer practice projects and programs.

- Helped secure an account with Flowerfield Cleaning products and produced first-year billings of \$1.8 million through a marketing plan to distribute products to dollar stores.
- Increased billings for a top client by 12%.

Management Development Rotation Program

3/2008 – 1/2009

Trained in business development, account management, strategic planning, project management and other concepts.

- Worked with a cross-functional team to develop a marketing plan proposal for a line of lunch food for children that received the “JonesFlores Innovation Accomplishment Award.”

INTERNSHIPS

QUAKER FOODS | CHICAGO, IL

SUMMER 2006

Intern, Marketing Department

Analyzed past performance to develop insights and ideas for marketing promotions.

- Contributed to a back-to-school promotional campaign for Gatorade.

WALGREENS | DEERFIELD, IL

SUMMER 2004 – 2005

Intern, Sales Promotions Department

Assisted with advertising flyer projects from product selection to completion. Analyzed historical data to develop insights that informed future promotional decision making.

- Tested messaging for a pharmacy marketing project to increase sales of immunizations in Walgreens pharmacies. Contributed to in-store signage and marketing brochure designs.

EDUCATION

SOUTHERN NEW HAMPSHIRE UNIVERSITY | REMOTE

Master of Science (MS) in Marketing

12/2015

Completed coursework in social media marketing strategy development and execution and marketing communications.

LOYOLA UNIVERSITY CHICAGO | CHICAGO, IL

Bachelor of Business Administration (BBA) in Marketing

5/2007

Graduated *magna cum laude*. Minor in Spanish.

- **Treasurer, Rotaract Club:** Partnered with Evanston Rotary Club to fundraise for a drinking water project in Mali, Africa that raised \$15,500.
- **Committee Chair for Special Programs, Marketing Club:** Booked 10 guest speakers and helped grow membership from 40 to 120.