

JULIE BODINE

Rancho Santa Margarita, California 92688

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An accomplished professional with a proven track record of delivering high output with high impact and working with teams to exceed expectations. Experience in creative services management, graphic design, web design and development, marketing communications, events, presentations, promotions, sales and training. Skilled in developing programs and leveraging experience and software knowledge to deliver results. Adept at organizing complex variables, building partnerships, and orchestrating internal and external resources toward shared objectives while maintaining positive relationships. Dynamic leadership style with talent for eliciting the best from contributors, team members and vendors.

PROFESSIONAL EXPERIENCE

BACKSTAGE CLOTHING, Costa Mesa, California · 2011-present

Not-for-profit organization – 100% of proceeds and spent on music programs, instruments and lessons for kids

Marketing/Creative Director

- Manage and maintain all marketing collateral including online, print, promotional signage, advertising
- Design, develop and maintain e-commerce Web site
- Develop and manage social media campaigns, including Facebook, Twitter, You Tube and My Space
- Manage timelines, budgets and workflow of apparel development to ensure products are on time and within budget
- Ensure brand has a consistent look and feel across all media, online and print
- Edit copy for website, brochures, advertising, PR projects, etc.
- Identify appropriate target markets
- Create and manage Google and Facebook pay-per-click campaigns
- Supervise all print production, including procurement of vendors, negotiation and communication
- Supervise and manage photo shoots, including procurement of photographers, negotiation and communication
- Manage outside vendors including procurement, negotiation and communication
- Coordinate all aspects of charity events: advertising, promotion, ticket sales, merchandising, inventory management, etc.

MARGARITA MARKETING, Rancho Santa Margarita, California · 2007-present

Full-scale marketing company focusing on the needs of the small business owner

Owner/Creative Director

- Managed the creation of multiple Web sites, brochures, PR campaigns and advertising programs to help increase sales
- Work with business owners on all marketing projects and programs including corporate image development, Web site development, collateral design and development, branding, positioning, creative concepts, promotional items selection, press and product release and trade show activities
- Develop and design effective collateral, business cards, advertisements, newsletters and presentations
- Assist with new business start-ups including research and development and product development

BONNE VIE FITNESS, Aliso Viejo, California · 2007-2009

Orange County's premier personal training, pilates, yoga, CrossFit, spin and Gravity training studio

Marketing/Creative Director

- Responsible for all creative projects including, but not limited to: Brochure design, Web design, development and management, corporate image development, branding, positioning, press and product releases, advertising and cross promotions
 - Designed, developed and managed effective collateral, business cards, advertisements, newsletters and presentations
 - Designed, developed and managed corporate Web site
 - Promoted facility products, services and programs so the center was recognized as a premier fitness center
 - Developed online newsletter communication to keep client's target market better informed about programs and events
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CCI-CONTROL COMPONENTS INC, Rancho Santa Margarita, California · 1999-2007

Designs and manufactures valves for application in power, oil and gas industry and pulp and paper plants

Marketing Specialist/Training Manager

- Managed development of CCI Intranet
- Managed redesign of CCI corporate Web site
- Designed PowerPoint presentations for sales presentations, trainings, and special projects
- Designed and developed animations for custom presentations and Internet and Intranet use
- Developed and managed Valve Doctor Academy training program
- Managed sales training program
- Designed and developed customer and employee surveys
- Managed electronic training program
- Developed competitive information for sales organization
- Conducted marketing research and analysis

Career Note: Additional professional background includes Advertising Program Specialist at Harte Hanks (1999-2000) and Recreation Services Director at FLUOR DANIEL (1997-1999). Details on request.

EDUCATION

M.B.A. Marketing, University of Phoenix, Phoenix, Arizona
B.A. English, Whittier College, Whittier, California
Marketing Certificate, University of California at Irvine, Irvine, California
Web Design Certification, Learning Tree University, Irvine, California
Dreamweaver Certification, HeadTrix Training, Newport Beach, California
Dreamweaver II Certification, Learning Tree, Anaheim, California
Web Development/Administration Certificate, Learning Tree University, Irvine, California
Advanced Dreamweaver Continuing Education, HeadTrix Training, Los Angeles, California

PROFESSIONAL MEMBERSHIPS

Member of American Marketing Association - MarketingPower

SKILLS

Proficient in both Mac and PC operating systems and computer programs including: Adobe PhotoShop, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, Adobe Flash, CSS, HTML, Microsoft Office Suite

GRAPHIC DESIGN PORTFOLIO

Examples available at <http://www.margaritamarketing.com/portfolio.html>

WEB PORTFOLIO

Examples available at <http://www.margaritamarketing.com/web.html>

VOLUNTEER PROJECTS

Run for a Safe Haven – Graphic design project
Saddleback Church Communications Department – Web and graphic design projects

REFERENCES

Available upon request