

JULIE BODINE

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Proven track record of delivering high output with high impact, working with teams to exceed expectations. Experience in 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.

PROFESSIONAL EXPERIENCE

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

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

Owner/Creative Director

- Work with business owners on all marketing projects and programs including corporate image development, web site 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

Creative Director

- Responsible for all creative projects including, but not limited to, Web design, development and management, corporate image development, branding, positioning, press and product releases, advertising and cross promotions
- Designed, developed and managed corporate Web site
- Promoted facility products, services and programs so the center was recognized as a premier fitness center
- Developed and designed effective collateral, business cards, advertisements, newsletters and presentations

BELLY BUMP BAR, California · 2007-2009

Party planning, boutique and non-alcoholic bar catering to families in Orange County

Creative Director

- Increased sales by increasing new client base and retaining existing clients
- Promoted facility products, services and programs – facility recognized as a premier Orange County business
- Designed, developed and managed corporate Web site
- Responsible for all marketing projects including, but not limited to, corporate image development, branding, positioning, press and product releases, web site design, event planning and cross promotions
- Developed and designed effective collateral, business cards, advertisements, newsletters and presentations

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
- Design PowerPoint presentations for sales presentations, trainings, and special projects
- Design and develop animations for custom presentations and Internet and Intranet use
- Manage Valve Doctor Academy training program
- Manage sales training program
- Design and develop customer and employee surveys
- Manage electronic training program
- Develop competitive information for sales organization
- Conduct 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

SKILLS

Proficient in both Mac and PC operating systems and computer programs including: Adobe PhotoShop, Adobe Illustrator, Adobe Dreamweaver, Adobe InDesign, Adobe Flash, Microsoft PowerPoint, Microsoft Word, Microsoft Excel, Microsoft Outlook.

GRAPHIC DESIGN PORTFOLIO

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

WEB PORTFOLIO

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

VOLUNTEER

Communications Department, Saddleback Church (2009)

REFERENCES

Available upon request