

JULIA MARCO

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Skills

- Content & Inbound Marketing
- Writing & Story Development
- Editing & Proofreading
- Target Audience Development
- Market Research
- Budgets & Project Management
- Graphic Design
- Brand Development
- Public Relations

Experience

Allegory Studios

Communications Manager | *June 2016 – Present*

- **Content & Inbound Marketing:** Oversee inbound and outbound content strategies for ten companies across multiple industries. Lead market analysis, target audience development, copywriting, editorial review, and campaign measurement. Manage schedules, vendors, and budgets.
- **Story Development:** Use traditional and digital platforms to creatively compose and distribute stories that instill pride in internal stakeholders, attract new leads, and convert prospects into customers.
- **Graphic Design:** Collaborate with designers and developers on ten different companies' branded content strategies for print, web, email, social media, events, and more.
- **Brand Development:** Work side-by-side with executives on rebranding projects for public and private sector companies and organizations. Oversee competitive analysis, stakeholder interviews, and focus groups. Write brand messaging and positioning. Collaborate with designers on logos and brand identities.
- **Public Relations:** Serve as head spokesperson and media representative for all agency clients.

Communications Specialist | *June 2013 – June 2016*

- **Content & Inbound Marketing:** Oversaw all client HubSpot accounts. Grew agency's organic web traffic by more than 200 percent using inbound tactics.
- **Graphic Design:** Assisted the Art Director in website and branded content design for more than 20 clients.
- **Copywriting and Brand Development:** Junior copywriter for marketing initiatives, including 10 new websites. Supported the storytelling behind the rebranding of more than 20 local and national companies.

CultureTalk

Communications Manager | *June 2016 – Present*

- Support Allegory's sister company and culture survey system, CultureTalk by consulting on go-to-market content campaigns, inbound marketing and sales strategies, webinars, workshops, and websites.

HubSpot

User Group Leader | *June 2015 – March 2017*

- Founded and led the Capital Region's first HubSpot User Group (HUG), a group for educating marketing professionals on inbound marketing best practices. Ran workshops on inbound marketing for 20-30 professionals in the education, financial, healthcare, and technology industries.

Syracuse Convention & Visitors Bureau

Public Relations Intern | *January 2013 – May 2013*

- Assisted the Director of Communications with a variety of public relations initiatives including press releases, media lists, and media relations.

Syracuse University, Newhouse School

Instructional Associate | *August 2012 – May 2013*

- Served as an assistant professor for COM107, a media studies course with 80 undergraduate students. Lectured on public relations and communications theories and mentored freshman students.

Nazareth College, Casa Italiana

Marketing Assistant | *May 2011 – May 2012*

- Supported the Director of Development with event and marketing administration to support the Casa and the College's community and alumni fundraising goals.

Nazareth College

Instructor and Tutor | *August 2009 – April 2011*

- Conducted workshops for college staff and students on how to use the Adobe Creative Suite. Part-time tutor for a blind student to support her writing and earth science coursework.

Technical Skills

- Inbound Marketing, Content Marketing, and HubSpot certified
- **Writing:** AP Style, MLA Style, SEO optimization
- **Technology:** HubSpot, Google Analytics, MailChimp, Constant Contact, Facebook for Business, Facebook Ads, LinkedIn, Twitter, Instagram, PRWeb, Acrobat, Word, Excel, PowerPoint
- **Design:** Photoshop, Illustrator, InDesign; layout, illustration, retouching, resizing, image preparation, RGB vs. CMYK, pre-press
- **Web:** WordPress, Concrete 5, Drupal
- **Working Knowledge of:** CSS, HTML, Google AdWords

Education

- M.S., Public Relations, 2013
S.I. Newhouse School of Public Communications
Syracuse University
- B.A., English, 2012
Nazareth College of Rochester

Community

- Saratoga Festival of Trees, Catholic Charities Committee Principal, Advertising and PR
- JDRF Community Committee Member
- Nazareth College alumni panel for accepted students
- Daughters of the American Revolution Member
- Rebuilding Together, 9/11 Memorial Cleanup Team
- Events Volunteer, Saint's Place of Pittsford