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About

I am passionate, creative, and driven, with a diversity of professional experience focusing on integrated marketing, digital marketing, and social media. My interests are in marketing and brand strategy, building a powerful and unique bridge between a company and consumers, with a focus on social and environmental good. I balance the ability to think of the big picture with care for all the small details. I enjoy fast paced environments where I can work collaboratively and be challenged. While at Parsons, I interned for a wide array of companies within fashion, beauty, publishing, and media, providing me with first-hand experience of project management, working to deadlines, meeting KPIs, and building professional relationships. My Masters honed my analytical foundation, developing skills such as in-depth research and data analysis. While looking for a full time role, I am consulting for a cyber security start-up to implement a holistic research driven marketing strategy.

Experience

Freelance Marketing & Digital Strategist

Remote • July 2020 - Present

- Researched and wrote market report to inform a data driven, holistic marketing strategy to enhance online presence and generate awareness for WebSensing, a cyber security hardware company
- Implement social media marketing, SEO, web development, Google Search Console and Analytics for brands and individuals
- Develop brand identity to ensure visual and messaging consistency across all platforms and user facing content

Houghton Mifflin Harcourt, Freelance Content Marketing & Design

Remote • March 2019 - August 2019

- Managed project to update all HMH merchandise to reflect new brand direction, owning the project from inception to completion, while collaborating with key internal and external partners
- Designed and curated creative content for company blog and owned social media platforms (Twitter, Facebook, LinkedIn)

Content Marketing & Design Intern New York, NY • June 2018 - August 2018

- Developed and presented strategy, including audit and competitive research, for relaunch of Youtube and Pinterest channels

Rolling Stone, Marketing Intern

New York, NY • September 2018 - December 2018

- Researched and assisted in execution of custom marketing content leveraging Rolling Stone's voice and reputation, including events partnerships, RollingStone.com takeovers, branded editorials and videos, subscription cover wraps, and social promos
- Developed project proposals (RFPs), decks, recaps, and an image database to be used by the Sales and Marketing teams

NBC Universal, Integrated Marketing Intern

New York, NY • September 2017 - December 2017

- On the ad-sales team which worked with brands and agencies to leverage USA Network IP (e.g. characters, plot line) for branded campaigns both on air and digitally, such as Amazon Echo (*Mr. Robot* campaign) and Lexus (*Suits* partnership)
- Conducted research and sales analyses for pitch and recap decks, pre and post campaign
- Curated weekly competitive analysis report and distributed to the team of 20+ account executives and marketers

Tommy Hilfiger, Advertising, Media & Digital Marketing Intern

New York, NY • June 2017 - August 2017

- Assisted in digital marketing efforts with a focus on partnerships and UGC for owned social handles, influencer projects, and content used to enhance the ecommerce site
- Strategized media placements (print, digital, out-of-home) throughout North American for global campaigns

Estee Lauder Companies, Global Communications Apprentice

New York, NY • January 2017 - May 2017

- Brainstormed and coordinated events, mailings, partnerships, ambassadorships and campaigns incl. supporting press materials
- Helped foster influencer relationships, including both organic and paid social, with an emphasis on gifting and outreach

J. Mendel, PR & Digital Marketing Intern

New York, NY • June 2016 - December 2016

- Ideated, designed, and coded marketing emails using Photoshop and Mailchimp, for which open rates increased 22%
- Managed social media account with over 200k followers, including creating unique and engaging content to post

Education

School Of Management, University of St Andrews

Master's in Marketing, December 2020 - Distinction/First Class Honours

School of Management International Ambassador, Elected Cohort Representative, YogiSoc Head of Partnerships

Dissertation: *Nudging Closed the Attitude-Behaviour Gap: The Role of Certification Schemes in Online Grocery Stores* (Distinction)

Coursework: Consumer Behaviour and Marketing Research, Contemporary Global Issues in Management, Scenario Planning, Contemporary Conceptual Issues in Management, Dialogue and Debate in Marketing (Masterclasses), Marketing & Society

Parsons, The New School for Design

BBA in Strategic Design and Management with a minor in Creative Coding, May 2019 - 3.9 GPA

Dean's BBA Scholarship 2015-2019, Dean's List 2015 - 2019, BBA Symposium Speaker, Departmental Honors

Thesis: Developed a research-informed non-profit educational platform called 'Change Finance' with the mission to empower young women through financial literacy (Chosen to be presented at BBA Symposium)

Relevant Coursework: Design of Business, Information Visualisation, Global Professional Practises, Integrated Research & Development, Managing Creative Teams, Quantitative Reasoning, Web Design (HTML, CSS)

Languages

English - Native

French - Advanced Written and Reading, Intermediate Verbal

Italian - Beginner Written, Reading, and Verbal

Skills & Capabilities

Technical Skills

Adobe Illustrator & InDesign, Photoshop • Microsoft Powerpoint, Excel & Word • User journeys, empathy maps & personas • MailChimp • Sprinklr / Marketo • Google Analytics / Facebook Analytics • SEO (onsite & offsite) • Tableau / SAS JMP • Java, HTML & CSS • Editorial & copy writing • Copy editing

Capabilities & Interpersonal Skills

Design thinking • Public speaking and presentations • Leadership • Teamwork • Communication • Time management • Research • Organizational skills • Brainstorming

Interests & Extra Curriculars

- Cooking and baking, particularly with local and seasonal ingredients - I share my cooking content on my blog and Instagram, *The October Table*
- Reading, particularly contemporary fiction and English literature - I started a lockdown bookclub with my friends focusing on feminist works and novels with strong female leads
- Interior design and home making
- Travel and exploring new places (when it is safe!)
- Fitness and yoga, particularly outside
- Gardening and flower arranging - it reminds me of my childhood in rural New England