

# Julie Felder

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**Data Analyst | SQL | Tableau | Visualization | Google Analytics | Excel**

## **Work History:**

### **My Social State Full Service Digital Marketing Company | 2015-present | Owner/Operator**

- Achieved a 30% increase in B2B sales by creating and presenting compelling proposals to 50+ customers.
- Successfully developed, designed, and maintained over 25 customer websites, resulting in an average increase of 40% in website traffic and a boost in online conversions.
- Implemented SEO and SEM strategies that led to a 50% increase in organic website traffic.
- Generated significant engagement and brand visibility by creating and executing 100's of highly successful social media campaigns across multiple platforms.
- Produced captivating graphic design elements, logos, and branding packages for over 20 clients, establishing a consistent brand identity and increasing brand recognition by 45%.
- Conducted and delivered training courses on social media design and strategies to 15 small businesses, resulting in a 70% improvement in their social media presence and engagement.
- Streamlined billing processes by setting up customer accounts for 40 clients in Intuit/Quickbooks, reducing billing errors by 80% and ensuring prompt and accurate payments.
- Automated business listings for 25 clients, enhancing online visibility and accuracy, resulting in a 30% increase in online leads and inquiries.
- Effectively led and managed a team of 6 employees/interns, improving overall team productivity by 25% and fostering a positive work environment.
- Managed payroll entry and forms employees using Intuit/Quickbooks, ensuring timely and accurate payroll processing, and compliance with tax regulations.

### **Clutter Fairies Professional Organizers | October 2005 – 2020 | Owner/Operator**

- Orchestrated and drove exceptional results in B2B and B2C sales, achieving a 60% increase in overall revenue.
- Pioneered the creation of a comprehensive sales book, encompassing contracts and essential sales documentation, contributing to a 40% improvement in sales process efficiency and a 25% rise in client retention.
- Transformed organizational efficiency by implementing professional organizing strategies across all areas, resulting in a 30% reduction in operational costs and a 50% boost in team productivity.
- Designed and implemented highly effective systems for paper flow and filing, leading to a significant 70% decrease in document retrieval time and enhancing overall organizational performance.

### **Thirty-One Gifts | 2010-2015 | Senior Director**

- Achieved consistent success in B2C direct sales, both through in-home parties and online parties, surpassing monthly quotas by an average of 20%.
- Skillfully managed a dynamic and diverse downline of women, leading teams of 45-65 members at any given time, fostering a collaborative and motivated atmosphere.
- Innovatively introduced a monthly customer group initiative, "Hostess of the Month," resulting in a 25% increase in repeat business and driving sustained momentum towards monthly sales goals.

**Marshall Family Y | 2009-2012 | Fitness Instructor/Trainer**

- Conducted dynamic and engaging Group Fitness classes, including strength, cycle, abs, and boot camps for both adults and children, consistently achieving high participant satisfaction ratings.
- Demonstrated a commitment to excellence by continuously exploring and implementing new and innovative teaching/training methods, resulting in a 15% increase in class attendance and retention.
- Held a comprehensive range of certifications, including Group Fitness, Cycle, Silver Sneakers, and Nutrition, showcasing expertise in various fitness disciplines and catering to diverse client needs.
- Maintained up-to-date certifications, including regular CPR/First Aid training, ensuring a safe and secure fitness environment, and meeting all industry standards and regulations.

**Neighborhood Values Direct Mail Magazine | 2003 – 2006 | Co-owner/Operator/Designer**

- Spearheaded B2B advertising sales, consistently exceeding targets and securing a substantial portfolio of long-term contracts, resulting in a 25% increase in revenue.
- Skillfully managed business ledgers, ensured accurate financial records, and handled collections, achieving a significant 20% decrease in outstanding balances and improving cash flow.
- Demonstrated creativity and proficiency by designing compelling ads when needed, leading to a 15% increase in ad engagement and customer response rates.
- Successfully orchestrated the sale of the company, showcasing strong negotiation skills and business acumen, resulting in a lucrative deal and a successful transition for all stakeholders.

**Century 21 Larry Miller Realty | 2002 – 2005 | Licensed Realtor**

- Demonstrated expertise in handling the listing and selling of homes, excelling in new construction transactions, with a track record of closing an average of 20+ deals annually.
- Ensured maximum visibility for listings by meticulously entering and regularly updating property information in Navica MLS, resulting in a 20% increase in inquiries from potential buyers.
- Exhibited professionalism and attention to detail by personally capturing high-quality photos and strategically installing signage, contributing to a 15% increase in online and offline property views.
- Successfully promoted open house events by crafting compelling ad materials and conducting engaging open houses, attracting an average of 20+ potential buyers per event and driving a 10% increase in offers on listed properties.

**Clear Channel Radio (WBBQ) | 2000 -2002 | Advertising Sales**

- Successfully executed B2B sales of airtime, consistently meeting and surpassing monthly sales quotas, resulting in a 300% revenue growth within 6 months.
- Provided exemplary service to clients and customers, fostering strong and lasting relationships, leading to a 50% increase in repeat business and client referrals.
- Demonstrated creativity and marketing expertise by developing station promotions and crafting persuasive copy for client spots, significantly enhancing the effectiveness of advertising campaigns and achieving a 25% increase in ad engagement.
- Showcased professional versatility by performing voice-overs, adding a personal touch to client ads.
- Maintained an outstanding collection rate, ensuring timely payments from clients and customers, contributing to a 90% decrease in outstanding balances and improving cash flow.

**QMC – Quality Marketing Concepts-Advertising Agency | 1997 -2000 | Owner/Operator**

- Directed the creation and execution of highly effective marketing and advertising campaigns for diverse clients, resulting in a 20% average increase in brand visibility and customer engagement.
- Demonstrated exceptional organizational skills by managing and optimizing advertising placements across various mediums, including television, print, radio, outdoor media, general signage, logos, branding, and business cards, leading to a 30% improvement in overall ad performance and ROI.

### **Deals Direct Magazine (Simultaneous w/ above business) | 1997 – 2000 | Co-owner/Operator/Designer**

- Demonstrated exemplary B2B sales skills by securing long-term contracts for advertisement placement in the magazine, achieving a 60% increase in revenue.
- Efficiently managed business ledgers, handled collections, and performed all customer service duties, resulting in a 25% decrease in outstanding balances and improved client satisfaction.
- Showcased creativity and design expertise by personally creating compelling ads and developing a comprehensive full book for print, enhancing the magazine's appeal and attracting new advertisers.
- Successfully negotiated the sale of the business to a large local newspaper company, leveraging strong business acumen and achieving a profitable deal that ensured a smooth transition for all stakeholders.

### **Beasley Broadcasting | 1995 – 1997 | Account Executive**

- Excelled in B2B sales of airtime, consistently meeting and surpassing monthly sales quotas, resulting in an average of 20% revenue growth year over year.
- Recognized for outstanding performance, winning prestigious awards such as Employee of the Year and Presidents Club for being the top-performing seller across all markets, achieving a 35% increase in sales compared to the previous year.
- Demonstrated creativity and marketing expertise by developing compelling station promotions, crafting persuasive copy for client spots, and performing captivating voice-over work, contributing to a 30% increase in ad engagement and brand recognition.
- Maintained an exceptional collection rate, ensuring timely payments from clients and customers, leading to a 95% decrease in outstanding balances and improved cash flow.

#### **Recognition/Awards:**

- Beasley Broadcasting Presidents Club
- Beasley Broadcasting Employee of the year
- Clear Channel Communications Consistent top sales
- Century 21 Red Ruby Award

#### **Licenses/Certifications:**

Georgia Real Estate License

#### **Programs/Software/Social Media Platforms used:**

- |  |                         |                  |
|--|-------------------------|------------------|
| ● SQL                                    | ● Yext Digital Platform | ● Procreate      |
| ● Tableau                                | ● Canva Pro             | ● Skype          |
| ● Google Workspace                       | ● Erank (SEO for Etsy)  | ● Slack          |
| ● Microsoft Office<br>(Word, Excel & PP) | ● SEM Rush              | ● Adobe InDesign |
| ● Word Press (HTML &<br>PHP)             | ● Intuit/Quick Books    | ● Silhouette     |
|  | ● Navica MLS            |                  |
|  | ● Panda Doc             |                  |

#### **Soft Skills:**

- |                                     |                     |                                 |
|-------------------------------------|---------------------|---------------------------------|
| ● Excellent customer service skills | ● Proactive thinker | ● Strong written   oral skills  |
| ● Fast learner                      | ● Problem solver    | ● Strong interpersonal skills   |
| ● Goal oriented                     | ● Reliability       | ● Team player                   |
| ● Independent worker                | ● Collaboration     | ● Detail oriented and organized |
| ● Innovative                        | ● Confidential      |                                 |
| ● Leadership skills                 | ● Creative          |                                 |
| ● Multi-tasker                      | ● Critical thinker  |                                 |
|                                     | ● Self-starter      |                                 |