

Julie Felder

706-373-3739

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

Work History:

My Social State, Internet Marketing Company | 2015-present | Owner/Operator

- B2B Sales, create and present proposals to customers
- Develop, design, maintain and host customer websites, write and edit copy, SEO and SEM creation, implementation, maintenance and analytics
- Create, design and post Social Media Campaigns across all platforms
- Graphic design, logos and branding packages
- Make and present training courses for social media design and strategies for small businesses
- Setup customer accounts for billing in Intuit/Quickbooks
- Automate business listings
- Led a team of 6 employees/interns
- Handle payroll entry and forms on Intuit/Quickbooks

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

- In charge of B2B and B2C sales
- Created sales book with contracts, etc.
- Responsible for professional organizing of all areas.
- Designing and creating systems to put in place to control paper flow, filing systems, etc.

Thirty-One Gifts | 2010-2015 | Senior Director

- Responsible for B2C direct sales/in-home parties and online parties, servicing customers, and reaching monthly quotas
- Managed a downline of women- total ranging anywhere from a team of 45-65 at any given time
- Created a monthly group of customers (Hostess of the month) to help reach monthly goals

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

- Instructed Group Fitness classes such as strength, cycle, abs, boot camps (adult and children)
- Stayed on cutting edge with new and innovative ways of teaching/training.
- Held certifications in Group Fitness, Cycle, Silver Sneakers, and Nutrition
- Had to keep all certifications current including CPR/First Aid training

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

- Responsible for B2B advertising sales and securing long term contracts
- Kept business ledgers, handled collections and all other customer service duties
- Designed ads when needed
- Sold this company

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

- Handled the listing and selling of homes, to include resells and new construction
- Made sure all listings were entered into Navica MLS and consistently updated
- Took photos and installed signage
- Put together information for Open House ads, conducted open houses

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

- B2B sales of airtime, serviced clients and customers and met monthly sales quotas
- Developed station promotions, wrote copy for client spots, performed voice overs
- Maintained high collection rate

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

- Responsible for creating marketing and advertising campaigns for all clients
- Managed clients advertising placement to include television, print, radio, outdoor media, general signage, logos and branding, business cards, etc.

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

- Responsible for B2B sales for advertisement placement in the magazine and secured long term contracts
- Kept business ledgers, handled collections, performed all customer service duties
- Designed ads and created full book to send to printer
- Sold this successful business to a large local newspaper company

Beasley Broadcasting | 1995 – 1997 | Account Executive

- B2B sales of airtime, serviced clients and customers on a monthly basis, met sales quotas
- Developed station promotions, wrote copy for client spots, performed voice over work
- Maintained high collection rate

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 (Word, Excel & PP) | ● SEM Rush | ● Adobe InDesign |
| ● Word Press (HTML & 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 | |