

Julie Felder

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SQL, Tableau, Data Analytics, Data Visualization, Pivot Tables, Excel, PostgreSQL

Summary: Dynamic data-driven professional with a proven track record in digital marketing, sales, and project management. Passion for data analysis, troubleshooting, and customer engagement. Seeking an opportunity to leverage strong analytical, detail-oriented, and collaborative strategies to ensure accurate data integration and support business processes. Thrives in collaborative, performance-driven environments.

TRAINING

Data Analytics Certificate Course, **Break Into Tech** AI: **Intro to Chat GPT and Generative AI**

SQL: Querying and Managing Data, **Khan Academy** Tableau Creator, **Tableau**

Currently enrolled: CompTIA Sec +

WORK EXPERIENCE

My Social State-Digital Marketing Agency | 2015-present | Owner

- Developed and maintained customer websites boosting average traffic and online conversions through consistent analytical review. Implemented SEO/SEM strategies, resulting in a 50% organic traffic increase, improving analytics.
- Led successful social media campaigns, driving engagement and brand visibility.
- Created captivating design elements and branding packages, increasing recognition by 45%.
- Conducted training on social media marketing, elevating presence for 15 small businesses.
- Managed a team of 6, improving productivity by 25% and fostering a positive work environment.

Analytics | Data Analytics | Marketing Analytics | Google Analytics | Actionable Results | Marketing Campaigns | Spreadsheets | B2B Sales | ROI | Market Research | Sales Operations | Customer Service Client Support | Troubleshooting | Identifying Solutions | Campaign Effectiveness | Reporting

Thirty-One Gifts | 2010-2015 | Senior Director of Sales

- Exceeded B2C sales quotas by 20% through dynamic in-home events and online parties.
- Managed teams of 45-65 members, fostering a collaborative atmosphere.

Sales | Marketing | Events | Recruit | Recruitment Process | Sales Operations | Monthly Quotas | Collaboration | Leadership Skills | Senior Leadership

Neighborhood Values Magazine | 2003-2006 | Co-Owner/Operator/Designer

- Spearheaded B2B advertising sales and designed full magazine.
- Managed day-to-day operations including business ledgers and collections.

B2B | Finance | Reconciliation | Timelines | Critical Deadlines | Design | Direct Mail | Sales Customer Service | Testing | Targeting | Customer Behaviors | Consumer Insights

Century 21 Larry Miller Realty | 2002-2005 | Licensed Real Estate Agent

- Closed 25+ deals annually, excelling in new construction transactions, optimized listings for maximum visibility, won the Ruby Award for sales.

Forms | Policies and Processes | Financial Reviews | Sales and Market Condition Predictions | Timelines | Critical Deadlines | Interpersonal Skills | Internal Processes | Attention to Detail | Trends | Insights | Advising

Clear Channel Radio (WBBQ) | 2000 -2002 | Senior Account Executive

- Developed station promotions and 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.

Ability to multitask | Accountable for Client List | Fast-Paced | New Business Development | Organized | Work Independently | Time Management

Deals Direct Magazine | 1997 – 2000 | Co-owner/Operator/Designer

- B2B sales, securing long-term contracts. Efficiently managed business ledgers, handled collections, and performed all customer service duties.
- Successfully negotiated the sale of the business to a large local newspaper company, leveraging strong business acumen and achieving a profitable deal.

B2B | Sales and Marketing | Direct Mail | Critical Deadlines | Time Management | Sales Operations

Beasley Broadcasting | 1995 – 1997 | Account Executive

- B2B sales of airtime, consistently meeting and surpassing monthly sales quotas. 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.

B2B | Customer Service Skills | Team Member | Cross-Functionality | Detail Oriented | Deadlines

Programs | Software | Platforms Used:

Google Workspace | Microsoft Office (Word, Excel, PowerPoint, Access) | Word Press | Yext | Canva Navica | PandaDoc | ProCreate | Skype | Slack | Basecamp | Adobe | Silhouette | Intuit | SEM Rush