

Julie Felder

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SUMMARY

Seasoned professional with over 20 years of experience, adept in driving business growth. Excelled in B2C and B2B sales, consistently surpassing targets and expanding customer base. Seeking to leverage expertise as an Account Manager, with a proven track record in sales strategy execution and client relationship management.

WORK EXPERIENCE

My Social State Digital Marketing Agency

Evans, GA

Business Operations Analyst

Jan 2015 - Oct 2023

- Enhanced daily call volume by up to 2000% by implementing comprehensive digital marketing strategies, including SEM, SEO, and Google Ads.
- Boosted client inquiries and expanded market share through targeted social media advertising, contributing to the startup clinic's growth and relocation.
- Contributed to the development of a new medical practice into a leading office by leveraging digital marketing techniques to increase patient engagement.
- Directed social media campaigns and provided leadership to a six-member team, ensuring successful execution and attainment of objectives.

Thirty One Gifts

Remote

Senior Sales Director

Jan 2010 - Aug 2015

- Surpassed sales objectives by 40% by implementing data-informed strategies to refine event coordination and online marketing initiatives.
- Enhanced campaign performance through the effective application of CRM tools, contributing to improved tracking and strategizing efforts.
- Strengthened customer retention by leveraging web analytics to gain insights into consumer behavior and tailor engagement approaches.

Neighborhood Values Magazine

Evans, GA

Sales Operations Manager

Jan 2003 - Jan 2006

- Managed B2B advertising sales, magazine design, and operations, ensuring efficient financial and collections processes.
- Successfully grew the business, culminating in its profitable sale within a three-year period.

Century 21

Evans, GA

Licensed Real Estate Sales Agent

Jan 2002 - Jan 2005

- Increased sales by 20% through meticulous market trend analysis and strategic utilization of MLS databases to pinpoint undervalued properties.
- Secured a position in the top 15% for sales volume by implementing targeted, data-informed strategies.

Clear Channel Communications

Evans, GA

Senior Account Executive

Jan 2000 - Jan 2002

- Drove promotional initiatives and airtime sales, achieving a 300% increase in revenue over a six-month period.
- Managed and sustained strong relationships with a diverse client base, ensuring consistent business and client satisfaction.

CERTIFICATIONS

Business Analytics Sciences, University of Georgia

2024

SKILLS

Technical Sales Strategies • Data-Driven Sales Optimization • Business Plan Development • KPIs • Strategic Planning • SQL • Tableau Public • Google Workspace • Microsoft Office Suite (Word, Excel, PowerPoint) • Client Relationship Management • Sales Forecasting • Problem Solving • Team Leadership • Negotiation • Time Management • Communication