

 julie@seitzlife.com

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Julie

SEITZ

Creative • Efficient • Adaptable • Strategic • Driven



SKILLS:

- ★ Content Creation Wizardry
- ★ Analytics Guru
- ★ Engagement Enchanter
- ★ Trend Spotter
- ★ Scheduling Sorcerer
- ★ Graphic Design Prodigy
- ★ SEO Sorceress
- ★ Crisis Management Hero
- ★ Branding Champion
- ★ Storytelling Extraordinaire
- ★ Video Editing Ace
- ★ Paid Ads Strategist
- ★ Community Builder
- ★ Influencer Connector
- ★ Audience Insight Analyst
- ★ Competitor Spy
- ★ Copywriting Specialist
- ★ Email Marketing Maven
- ★ Event Promotion Ninja
- ★ Cultural Curator
- ★ Multitasking Marvel
- ★ Content Calendar Maestro
- ★ Reputation Rescuer
- ★ Engagement Data Analyst
- ★ Automation Aficionado
- ★ Content Repurposing Genius
- ★ Marketing Psychology Expert

FIND ME ONLINE:



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EXPERIENCE:

May 2023-Present

Senior Marketing Consultant, Snow Horse Marketing

- **Developed Data-Driven Digital Marketing Strategies:** Leveraged market research, consumer insights, and analytics to design targeted digital marketing strategies that increased client engagement, enhanced brand visibility, and drove measurable revenue growth. Focused on optimizing campaigns through platforms like Meta Ads and Google Ads to maximize ROI.
- **Led Integrated, Cross-Channel Digital Campaigns:** Strategically planned and executed multi-channel digital marketing campaigns across social media, email marketing, Meta Ads, and Google Ads. Ensured cohesive brand messaging and optimized campaigns to expand audience reach, increase engagement, and boost conversions.
- **Provided Digital Marketing Training and Client Support:** Delivered workshops and personalized training sessions focused on digital marketing best practices, including campaign management on Meta Ads and Google Ads. Equipped client teams with the skills and tools to execute effective strategies and interpret analytics for continuous campaign improvement.

January 1997- October 2022

Social Media Mgr, Creative Director, Execution Mgr, Black Sheep Media Group

- **Executed Data-Driven Digital Marketing Strategies:** Designed and implemented comprehensive content strategies to grow audiences, increase brand visibility, and drive engagement across multiple digital platforms. Leveraged analytics and performance metrics to optimize campaigns, ensuring alignment with business objectives and maximizing ROI. Fostered strong online communities, boosting brand loyalty and customer interaction.
- **Led Innovative Digital Campaigns from Concept to Completion:** Directed the development of high-impact, brand-aligned digital marketing campaigns. Oversaw the creation of compelling visuals and persuasive messaging tailored for target audiences, ensuring all content reflected the brand's identity and strategic goals. Delivered measurable results by enhancing brand awareness and engagement.
- **Optimized Project Management in Digital Campaign Execution:** Streamlined workflows and managed project timelines to ensure the successful execution of digital marketing initiatives. Coordinated cross-functional teams, ensuring seamless collaboration between creative, content, and technical teams. Monitored deliverables to maintain strategic alignment and exceed client expectations.

EDUCATION:

- **Bachelor of Science**, University of Illinois
Champaign-Urbana, Illinois
- **Associate of Science**, Southeastern Illinois College
Harrisburg, Illinois

TESTIMONIALS:

"Julie has always been able to take an impossible challenge and bring it to fruition. She is a fantastic motivator and has a great way of getting everyone working together for the good of the project. She excels in both verbal and written communication."
-John B. Jones, Dycom,
(618) 499-4248

"Julie walked into her first Relay meeting in January 2013. I was amazed by her talents and willingness to help. She showed up with a great smile and huge heart to do anything she could to help fund the fight to find a cure for cancer. We are so blessed to have Julie on our Leadership Team." -Patricia Hodgson, White County Relay for Life Co-Chair 2013-2020,
(618) 383-1137

PERSONAL: Julie brings a quirky mix of creativity, passion, and unapologetic originality to everything she does. When she's not expertly crafting designs or organizing campaigns, you'll find her spending quality time with her sons and shamelessly spoiling her grandkids. She's also likely soaking up the sun at the lake—because once isn't enough to mention how much she loves it. Julie's hobbies are just as bold as she is: a devoted Kansas City Chiefs fan (Taylor Swift era included), a Stephen King enthusiast, a loud-music devotee, and a proud plant whisperer. Her movie collection rivals Blockbuster, her fridge is always missing pepperoni and cheese, and her Photoshop layers? Well, let's just say labeling them is optional. With Julie, you're getting a creative powerhouse who knows how to get the job done—and have fun doing it.