

 jkseitz134@gmail.com

 501.701.7526

 1084 CR 1700N • Carmi, IL 62821

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:



@juliekseitz



@myseitzlife



@seitzlife



@jseitz7



@juliekseitz



@seitzlife

### EXPERIENCE:

May 2023-Present

#### Senior Marketing Consultant, Snow Horse Marketing

- Developed Data-Driven Marketing Strategies: Analyzed market trends and consumer behavior to create tailored marketing strategies that increased client engagement and drove revenue growth.
- Led Cross-Channel Campaigns: Coordinated integrated marketing campaigns across various channels—such as social media, email, and digital advertising—ensuring consistent messaging and maximizing reach.
- Provided Client Training and Support: Conducted workshops and training sessions for client teams, empowering them with the tools and knowledge to implement effective marketing tactics and measure campaign success.

January 1997- October 2022

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

- Developed Engaging Content Strategies: Created and implemented content strategies to grow audiences and increase brand visibility across multiple platforms. I analyzed performance metrics to refine campaigns and ensure they aligned with business objectives. I built strong online communities and fostered meaningful connections with followers.
- Directed Innovative Campaign Strategies: Led the creation of impactful, brand-aligned concepts, oversaw the production of high-quality visuals and messaging, and ensured all creative outputs maintained consistency with the brand's identity and goals.
- Streamlined Project Execution: Managed timelines and workflows to ensure deadlines were met, coordinated cross-functional teams for seamless collaboration, and monitored deliverables to maintain alignment with strategic objectives and client expectations.

### EDUCATION:

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

### 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.

### 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