



JULIA JONES

PROFILE

Dynamic marketing professional with expertise in audience engagement, digital strategy, and brand development. Proven success in managing multi-platform campaigns, enhancing audience growth, and delivering actionable insights for sustained client success. Passionate about leveraging creativity and data-driven strategies to amplify engagement across various industries.

WORK EXPERIENCE

AUDIENCE DEVELOPMENT MANAGER

Wilmington Media + Marketing - Wilmington, NC

2022 - Present

- - Managed end-to-end advertising workflows, ensuring timely collection, quality assurance, and seamless publication of client assets.
- - Designed and executed email marketing campaigns using various platforms, leveraging segmentation and performance tracking to optimize engagement.
- - Developed data-driven social media strategies, driving audience growth and increasing brand visibility.
- - Partnered with creative teams to produce compelling ad designs and marketing campaigns.
- - Analyzed campaign performance metrics, translating insights into actionable strategies to enhance ROI and audience engagement.

KEY HOLDER

Edge of Urge

2020 - 2024

- Provided exceptional customer service and maintained operational efficiency in a dynamic retail environment.
- Supported social media content creation, boosting brand visibility.

CONTACT

 [linkedin.com/juliamjones1](https://www.linkedin.com/juliamjones1)

EDUCATION

University of North Carolina at Wilmington

2019 - 2021

B.A. in Communication Studies

SKILLS

- Digital Marketing Strategy
- Audience Growth & Engagement
- Social Media Management
- Campaign Analytics & Insights
- Email Marketing Optimization
- Creative Collaboration
- Event Marketing
- Brand Development

CERTIFICATIONS & TOOLS

- Google Analytics Certification
- Mailchimp Proficient
- Adobe Creative Suite & Canva
- Airtable for Workflow Management
- Notion Proficient