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Education

School Of Management, University Of St Andrews

Master's in Marketing, December 2020 - Distinction/First Class Honours

School of Management International Ambassador, Elected Cohort Representative, YogiSoc Head of Partnerships

Parsons School For Design, The New School

BBA in Strategic Design and Management with a minor in Creative Coding, May 2019 - 3.9 GPA

Dean's BBA Scholarship 2015-2019, Dean's List 2015 - 2019, BBA Symposium Speaker

Experience

WebSensing, Marketing & Digital Strategist

Remote • July 2020 - September 2020

- Developed market report which informed a data driven marketing strategy to enhance online presence and generate awareness

Houghton Mifflin Harcourt, Freelance Content Marketing & Design

Remote • March 2019 - August 2019

- Designed and curated creative content for company blog and social media platforms (Twitter, Facebook, LinkedIn)
- Managed update to HMH merchandise to reflect new brand direction

Content Marketing & Design Intern

New York, NY • June 2018 - August 2018

- Developed and presented strategy, including audit and competitive research, for relaunch of Youtube and Pinterest channels

Rolling Stone, Marketing Intern

New York, NY • September 2018 - December 2018

- Researched and assisted in execution of custom marketing content leveraging Rolling Stone's voice and reputation
- Developed decks, program recaps, and an image database to be used by the Sales and Marketing teams

NBC Universal, Integrated Marketing Intern

New York, NY • September 2017 - December 2017

- Researched brands and analyzed sales data to ideate and develop optimal partnerships for diverse clients
- Curated weekly competitive analysis report and distributed to the team of 20+ account executives and marketers

Tommy Hilfiger, Advertising, Media & Digital Marketing Intern

New York, NY • June 2017 - August 2017

- Assisted in digital marketing efforts across social media platforms with a focus on influencer partnerships and UGC
- Strategized media placements (print, digital, out-of-home) throughout North American for global campaigns

Estee Lauder Companies, Global Communications Apprentice

New York, NY • January 2017 - May 2017

- Brainstormed and coordinated events, mailings, partnerships, ambassadorships and campaigns incl. supporting press materials

J. Mendel, PR & Digital Marketing Intern

New York, NY • June 2016 - December 2016

- Ideated, designed, and coded marketing emails using Photoshop and Mailchimp, for which open rates increased 22%
- Managed social media account with audience over 200k, including creating unique and engaging content to post

Skills

Adobe Illustrator & InDesign, Photoshop • Microsoft Suite & Apple equivalents • Tableau / SAS JMP • Java and HTML • MailChimp • Wordpress • Sprinklr • Google Analytics • Intermediate French