



PROFESSIONAL OVERVIEW

Innovative and creative marketing graduate with the professionalism, drive and enthusiasm needed to rise to the challenges faced in today's highly competitive markets. Real-world experience gained through brand and retail marketing, coupled with additional exposure on web-enabled multimedia and search engine (SEO) strategies. Currently seeking a position within corporate advertising and / or communications based roles

- Marketing and branding
- New product launches
- Quantitative and qualitative research
- Creative media input and creative design
- PR and communications
- Above and below the line marketing
- Consumer sales strategies
- Clear and informative report writing skills

KEY COMPETENCIES & HIGHLIGHTS

- **Excellent exposure to consumer and business marketing** having successfully completed Vodafone's graduate development program, supporting the launch of Vodafone's iPhone 3G "next generation" and the release of a new data SIMM package. Both campaigns offered full 360° product to market exposure.
- **Strong creative skills** with the ability to design and develop applications for use in digital media marketing and for print. Created business logos and websites for two non-for-profit organizations; Heart of Gold and Golf Committee Sydney, and further developed the monthly member newsletter for Golf Committee Sydney.
- **Able to take on higher levels of responsibility** having led a student project team with a "24 hour marketing assignment" that required the team to build an Adobe InDesign brochure and PR announcement. Successfully brainstormed, planned and executed the project, resulting in the team receiving a "distinction" award.
- **Advanced user of Adobe InDesign, Adobe Flash** and an experienced user of both Windows and Mac systems. Additional software usage includes: Dreamweaver, Photoshop, Coffee Cup HTML, Access Database, MS Office, In Live and MS Project.

QUALIFICATIONS & EDUCATION

- **Bachelor of Marketing & Communications**
The Monash Sydney University, completed 2009
Received three high distinctions and seven credits
- **NSW Certificate of Education**
Academy of St John, completed 2006
Included 3 months exchange to France

RECOMMENDATIONS

"Julia is a bright, dynamic person who is a proven self-starter. After initial difficulties with her studies she sought advice, thought carefully and then worked very hard to drive her marks up; resulting in outstanding pass rates for the following terms. This resilience and drive to excel will be a great benefit to her future employer."

Dr David Jason, Senior Lecturer
Department of Marketing at The Monash Sydney University



PROFESSIONAL EXPERIENCE

Vodafone Australia

Jul 2009 to Dec 2009

INTERN / UNDERGRADUATE PROGRAM

The Undergraduate / Intern Program is a joint Monash University and Vodafone initiative, and provides students with practical and real-world exposure to commercial business operations. Candidates selected will have successfully completed a rigorous entry examination from which only 10 are selected out of 108 applicants.

- Appointed, under the direction of the Consumer Marketing Manager, to assist with the launch of the new Apple iPhone which was to be launched national wide through a rigorous ATL and BTL advertising campaign.
- Designed and developed in-store posters using Adobe CS4 InDesign.
- Formed part of a specialist market team that met weekly to discuss how best to position the PoS (point of sale) materials following the launch of Vodafone's new "data unlimited" contract plans.
- Conducted extensive research on behalf of the 3G Communications Manager to assess the costs involved in launching cooperative marketing campaigns through two leading shopping centers in the Sydney Business District.
- Assisted with the development and launch of a new CRM database with responsibility for validating and testing data.
- Attended a number of Agency marketing meetings in which information and ideas were shared on how to best increase the revenue from pre-paid SIMMS.
- Fielded questions from stores following promotions being launched by Head Office

Following completion of the undergraduate program, personally invited, at the request of the Consumer Marketing Manager, to join the marketing division in a full-time capacity. Unfortunately, this would require relocation as Vodafone will now be moving most of their marketing and central services outside of New South Wales.

ADDITIONAL SUPPORTING INFORMATION

Extra Curricular Activities:

- Captained the U17's Sydney Netball Team
- Took part in the Sydney "City to Surf" marathon, raising \$1,020 for charity

Web design (freelance):

- Heart of Gold
- Golf Committee Sydney

My LinkedIn Profile including references:



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