



JULIE A. STARLING

WRITER • DESIGNER
WORDPRESS DEVELOPER



ABOUT

Over 18 years of marketing communications experience including advertising, branding, public relations, sales tools production, direct marketing, packaging, multi-media and web content development. Focused skills in copywriting, content strategy, design, web development and WordPress development.



SKILLS

Storytelling	<div style="width: 100%;"></div>
Copywriting	<div style="width: 100%;"></div>
Photography	<div style="width: 75%;"></div>
Graphic Design	<div style="width: 85%;"></div>
WordPress	<div style="width: 100%;"></div>
Adobe Photoshop	<div style="width: 60%;"></div>
Adobe InDesign	<div style="width: 70%;"></div>
Affinity Designer	<div style="width: 100%;"></div>
Affinity Photo	<div style="width: 50%;"></div>



EDUCATION

M.A. Health Psychology
University of Hartford, Hartford, CT

B.A. Psychology
Saint Joseph College, W. Hartford, CT

RYT Certified Yoga Teacher
Yoga Alliance



CONTACT

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CAREER HIGHLIGHTS

WRITER/STORYTELLER/DESIGNER WILD DINGO • 2009 - PRESENT

- Wrote entertaining content about traveling abroad with dogs, living abroad, nature and animals.
- Authored educational and personal stories about Lyme disease.
- Authored and published a nature book, "Wild Distractions." Produced all photography for the book.

MARCOM CONSULTANT/WEB DEVELOPER WILD DINGO • 2001-2009

- Produced communications strategy, content strategy, copywriting, graphic design and web development for clients in various industries such as healthcare, technology, and sports.
- Developed websites with rich content, WordPress & e-commerce.
- Developed brand initiative for new internet product.
- Co-developed and wrote a business plan and strategies for internet startup.

MARCOM CONSULTANT TELE ATLAS NORTH AMERICA • 2001-2002

- Successfully managed and produced eight trade shows over a two-month period.
- Led direct marketing launch for new corporate branding initiatives that communicated new brand benefits.

CORPORATE MARKETING MANAGER SUCCESSFACTORS • 2000-2001

- Managed full-service marketing communications department including advertising, PR, sales tools, website, collateral, packaging, lead generation, trade shows and events.
- Implemented new corporate brand and identity standards.
- Created and executed strategic messaging for all marketing collateral, white papers and executive summaries.
- Developed three national editorial stories that had a direct impact on sales and lead generation.
- Developed a corporate advertising campaign, collateral system, multi-media tools and exhibit booth with new brand initiative.
- Co-wrote HR white paper on Workforce Optimization.

MARKETING COMMUNICATIONS MANAGER SONY/ETAK • 1998-2000

- Produced marketing communications projects including packaging, print ads, brochures, data sheets and multimedia demos for consumer and business-to-business markets.
- Directed the core positioning strategy and complete marcom launch for SkyMap, a Sony-branded digital map, and GPS consumer product.
- Achieved 45% direct mail response rate for consumer product upgrade promotion.

ADVERTISING PROJECT MANAGER CLARIS CORPORATION • 1997-1998

PROJECT MANAGER CAMINO HEALTHCARE • 1995-1997