

JULIA PARLETTE-CARIÑO

I have 15 years of professional experience in marketing and design, leveraging a background that spans both print and digital platforms. My certification in user-centric interface design helps me place the user at the center of my project choices to create products and experiences that people love to use.

EXPERIENCE

ASSISTANT DIRECTOR, DIRECT MARKETING (UNIVERSITY ANNUAL GIVING TEAM)

University of Virginia Advancement | Charlottesville | June 2021 - Present

- Project manages email and social media pieces for University Annual Giving (UAG) direct marketing partners. Supports print project processes as necessary.
- Builds, tests, and schedules emails in Salesforce Marketing Cloud, leveraging personalization strategies to speak as directly as possible to the end-user's experience.
- Creates project timelines for multi-segmented communications pieces. Communicates project requirements to internal and external stakeholders ensuring goals and deliverables are met.
- Schedules and monitors social media campaigns, optimizing content and imagery to meet budgetary and audience engagement goals. Advises on best practices for social media strategy (segmentation, messaging, monitoring, reporting). Supports graphic design for social campaigns to as needed, leveraging extensive design experience to produce imagery that adheres to partner and University brand guidelines.
- Ensures all projects have tracking appeal codes. Reports project results to stakeholders to track open and click rates, deliverability, and gifts made on project appeal codes. Analyzes project results and constituent data in order to inform future projects

ADVANCEMENT COORDINATOR, DIRECT MARKETING

University of Virginia Advancement | Charlottesville | October 2019 - June 2021

- Supported projects and processes of University Annual Giving's Direct Marketing Team.
- Provided project management assistance for team as needed. Communicates across different stakeholder groups in order to ensure timely collection of project assets. Builds, tests, and schedules emails in Salesforce Marketing Cloud.
- Streamlined the Pan-UVA direct marketing unit opt-out process into a user-friendly comprehensive survey, to help ensure the most donor-centric experience as possible for constituents.
- Managed the Advancement Community Marketing Calendar to ensure minimal audience overlaps and that constituents receive the best giving experience possible.
- Served on the Advancement Diversity, Equity, & Inclusion Working Group. Identified the need for a Direct Marketing Inclusive Language Toolkit in order to ensure we communicate both internally and externally with as much inclusivity as possible. Was nominated (Spring 2021) for the DEI ACE Award Pillar, for continued work seeking to actively improve team and organization-wide DEI portrait.

FREELANCE DESIGNER AND WRITER

JuliaCarino.com | Charlottesville | August 2017 - Present

- Freelance graphic design, illustration, and writing, specializing in multi-channel marketing and corporate identity packages, social media content & execution, and digital advertising.

GRAPHIC DESIGNER & DIGITAL FULFILLMENT SPECIALIST

BH Media/The Daily Progress | Charlottesville | May 2015 - August 2017

- Designed print and digital collateral for the Marketing Department, balancing a high volume of projects with daily deadlines. Built and scheduled different ad units to run in print and online.
- Promoted within a year of hiring to take on additional duties as Digital Fulfillment Specialist due to demonstrated digital platform expertise and ability to conceptualize and execute engaging content.
- Spearheaded digital outreach initiatives that boosted engagement with the community through e-mails, social media marketing, quizzes, and contests.

GRADUATE TEACHING ASSISTANT

University of Virginia Creative Writing Program | Charlottesville | September 2013 - May 2015

- Taught 2 undergraduate sections of Creative Writing (Poetry).
- Served as Poetry Editor for UVA's literary journal, *Meridian*, while pursuing my MFA, managing contributing writers and staff to produce a quarterly print publication.

DIGITAL DESIGNER

LIN Media (WAVY-TV 10) | Portsmouth, VA | September 2011 - October 2012

- Designed static and animated digital collateral (ad units and landing pages) to be displayed on various company-owned property websites across the US (TV stations).
- Communicated to multiple stakeholders across various channels (phone, email, virtual meetings) in order to understand and deliver project scope.

SKILLS

- // Print and Digital Projects
- // Responsive UI/UX Design
- // Wireframing & Prototyping
- // Project Management
- // User Personas
- // Pre-press & Offset Printing
- // Corporate Identity
- // Direct Marketing
- // Annual Giving
- // Digital Advertising
- // Animation (CSS & Gifs)
- // Social Media Campaigns
- // Collaboration
- // Communications Strategy
- // Writing & Editing

TOOLS

- // Adobe Creative Cloud
- // Microsoft Office
- // Salesforce Marketing Cloud
- // Balsamiq, Adobe XD, InVision
- // Slack, Discord, Teams
- // Asana, Basecamp, Monday
- // Google Analytics
- // Facebook, Instagram
- // MobileCause
- // Paper & Pen

LANGUAGES

- // HTML5, CSS, PHP
- // AMPScript

EDUCATION

MFA, Creative Writing (Poetry)

University of Virginia | Charlottesville, VA

BA, English (Literature Emphasis)

Old Dominion University | Norfolk, VA

UX / UI Design Specialization Certificate

California Institute for the Arts (Coursera) December 2018

REFERENCES

Available upon request