

Julia Zanzot

MARKETING CREATIVE

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PROFESSIONAL PROFILE

I am an entry-level marketing creative with experience in wholesale and brand marketing, sales, and event planning. I am passionate about creating meaningful interactions between brands and consumers through targeted, innovative campaigns and strategy.

TECHNICAL SKILLS

Adobe Creative Cloud

Microsoft Office Suite

User Experience Strategy & Design

Social Media Strategy

Basic HTML

Google AdWords

Educational History

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

B.A. Media and Journalism

Graduated May 2020

- Concentration in Advertising and Public Relations from the Hussman School of Media and Journalism
- Minors in Entrepreneurship and History
- Dean's List Award, 5 semesters

LORENZO DE MEDICI INTERNATIONAL SCHOOL

Study Abroad Program

Spring 2018

- Semester spent abroad in Florence, Italy
- Courses taken: Italian language, Italian literature and culture, War and Media, and Oil Painting

Work Experience

PROGRAM AMBASSADOR

FashionMash Workroom Program

January 2017 - May 2020

- Curated creative content through Product Design, Experiential Design, and Art Direction coursework.
- Marketed brand on Instagram and Facebook social media channels to increase awareness of program activities and brand partnerships with high-end fashion brands Gucci, Cartier, and Puma.
- Contributed to a team of 26 students to develop/execute brand marketing buildout and media campaign.

EVENTS & MARKETING INTERN

WALTER Magazine

September 2019 - December 2019

- Created media kit for vendors and advertisers to establish relationships for future events and partnerships.
- Implemented marketing tactics to grow following on Instagram and Facebook social media channels by 20%.
- Collaborated with events team in planning and execution of six local events in the Raleigh, N.C. area.

WHOLESALE MARKETING INTERN

Ralph Lauren Corporation

June 2019 - August 2019

- Assisted North American Wholesale Marketing team with accounts including Bloomingdales and Macy's.
- Launched styling guides and overview presentations on four Polo Ralph Lauren brand initiatives.
- Participated in coordination and execution of two marketing brand activations across accounts.
- Cultivated and presented a complete business and marketing initiative for company executives.

SALES & RETAIL ENABLEMENT INTERN

UMA Oils

September 2018 - December 2018

- Participated alongside Sales and Marketing teams in contacting new leads for product distribution and sales.
- Broadened company marketing presence for existing and potential customers through marketing strategies.
- Worked directly with wholesaler accounts and retailers to ensure optimal product knowledge and awareness.