

SUMMARY OF QUALIFICATIONS

Experienced marketing copywriter and communications professional responsible for strategic vision, branding and tone for full-service creative projects that share mission of human services agency serving people with special needs, older adults, families and individuals looking to build and sustain healthy relationships.

CORE COMPETENCIES

- Build collaborative relationships
- Strategic marketer
- Persuasive communicator
- Engagement Strategist

RELEVANT SKILLS AND EXPERIENCE

Jewish Family and Children's Service of Minneapolis

Communications Specialist

2004-Current

Writer and marketing coordinator for communications projects including monthly eNewsletters, website, fundraising appeals, social media, event and promotion emails and printed communication pieces including brochures and flyers.

- Profound knowledge of communications with proven expertise in finding the strategy, voice and precise messaging for engaging communications.
- Developed e-directions email newsletter: Concept, write, design, manage images and database, to reach more than 7,000 consumers monthly with an average open rate of nearly 25% and high click-through.
- Manage all facets of JFCS web presence, including development and maintenance of content and design to ensure website vigor.
- Develop, execute, analyze and manage social media strategy – Twitter, Facebook, LinkedIn, Website Blog – effectively driving brand awareness, engagement and traffic to social media pages and web.
- Named GIVE2014 fundraising campaign and developed theme which has increased donations 17% over last year.
- Write and design wide variety of essential agency communications including event and promotional emails, program brochures and promotional flyers.
- Provide strategic thinking for agency's branding and communications initiatives, along with insights into the department's organizational processes.
- Meet deadlines and work within budgets.

Freelance Copywriter

Professional communications, marketing and advertising specialist

1993-2004

- Clients: MSI Insurance, Best Buy, Damark, Red Line Medical, Fingerhut Corporation, Carmichael Lynch Express (CLX), Richard Scales Advertising, Fox Advertising.
- Wrote editorial content for Family Times Publications.

McCool & Associates Advertising Agency

Copywriter

1990-1993

- Wrote promotional copy for a wide variety of marketing efforts, products and promotional materials including print and radio.
- Clients: GTE, DataCard, Quaker, Nestle-Beich, Delish Restaurant.

COMPUTER SKILLS

Proficient in: Adobe Creative Suite including InDesign and Photoshop; WordPress, Facebook, Twitter, LinkedIn, MS Suite, Constant Contact, Survey Monkey, Google Docs, Basic HTML.

AWARDS

1993- Show, GTE

1993- ECHO Awards, GTE

1992-Show, Delish

1992-ARC Awards, Holiday Inn Hotels

1991-ARC Awards, Holiday Inn Hotels

1991-ECHO Awards, Holiday Inn Hotels

EDUCATION

UNIVERSITY OF WISCONSIN-MADISON

Bachelor of Arts, Journalism - Advertising

VOLUNTEER

Communications Director, Macalester Football Parent Association, 2013-Present

Communications Director, Armstrong Boys Lacrosse Booster Club, 2014-Present

President, Armstrong-Cooper Youth Lacrosse Association, 2005 - 2011

Board Member, Homegrown Lacrosse, 2007 - 2009

Volunteer, numerous educational and civic organizations

Member of Minneapolis Writer's Workshop

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