



Julieann Billings-Riordan, M.A.
Fractional Marketing Management

Executive Summary

Julieann is an organized leader and creative thinker specializing in managing integrated marketing projects. As a senior “Fractional” marketing project manager, and lead quality assurance manager, she supports businesses in achieving and optimizing their strategic marketing goals and objectives. ***Fractional marketing management means (contract or part time) expert help, with connections from an extensive network of professionals, and a consistent strategy you can rely on, all for less than the cost of a part-time employee. It’s your marketing team – virtual or on-site.***

Expertise

Julieann serves multiple capacities within project and account management, supporting her clients’ marketing, communications, educational, and online digital production campaigns.

With 17 years of corporate experience plus 10 years as founder/president of her successful independent consulting company, Julieann offers deep expertise in fractional (or contract/consultant) marketing project management, executive account management, production coordination, vendor management, events planning, logistics, and business development. She’s served as marketing director and marketing project manager for numerous clients, specializing in project/production management, corporate communications, eLearning for overall marketing campaigns. This includes managing all deliverables for projects such as special projects, trade shows, online media marketing, print advertising, and promotions, within the life sciences, medical device, health-care training, hospitality, DOD and education industries. She approaches every project with enthusiasm and efficiency.

Julieann utilizes her background in marketing communications to guide companies to achieve realistic and quantifiable results with teams of Subject Matter Experts. She conducts and implements long-range strategic tactical planning, creative research, special projects, effective design, and production marketing campaigns for numerous organizations.

Julieann delivers projects within budget, on schedule, and always with an emphasis on quality. Her ability to meet clients’ expectations helps her maintain their trust and confidence, while her unfailing attention to coordination, communication, and collaboration throughout every project is a tremendous asset for them.

Education

Master of Arts, New Media Production Management, San Diego State University.

Bachelor of Arts, Liberal Studies with a focus in Communications, California State University San Marcos.

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