

## **EXECUTIVE SUMMARY**

Over 20+ years of experience in account and project management, including production, client relations, vendor partnerships, marketing communication, marketing events, business development, online media, local and national event management, program coordination, lead quality management, and revenue growth.

Delivers consistent, measurable results on all projects, including staff, schedules, budgets, and contracts.

Extensive experience in a range of industries, including healthcare and life sciences, medical device marketing and training, e-business, entertainment, and online or multi-media, B2B and B2C.

## **Select Accomplishments**

Founded and grew JABR Marketing, a successful project management marketing firm, and marketing management consulting department for small and mid-size businesses and non-profits.

- ✓ Conducted strategic planning, rebranding, and full rollout of marketing campaigns, patient recruitment initiatives, and business development for Artemis Institute for Clinical Research.

*“I’ve been impressed with the open and clear level of communication, as well as the ability to problem solve to accommodate our needs.” Dr. Vishaal Mehra, MD, CEO & Founder, Artemis Institute*

- ✓ Supported the relocation (East to West coast) and re-branding of OYC Americas, the U.S. office of a Japanese-based international biochemical manufacturer, including full marketing rollout and launch celebration event attended by senior executives from the parent company.

*“Just hours after the new site went live, we’d already received two calls from completely new customers!” Ted Kottcamp, President, OYC Americas, Inc.*

- ✓ Simultaneously project managed as many as ten high-tech e-learning projects, supporting Locus Media (now Bluewater Learning) for a diverse range of clients, including Allergan, Union Bank, AMN Healthcare, more.

*“Julieann is an excellent Project Manager. Her attention to detail and ability to manage all intricate aspects of a project have made her an asset to our team.” Nancy McMonigal, Director, Life Sciences & Health Care, Bluewater Learning*

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## **PROFESSIONAL EXPERIENCE**

### **2008 – Present: JABR Marketing ~ Founder and President / Project Management Services**

Marketing managing, planning, business development, training, media, event, and promotion for clients in a range of industries, including:

Public, private, & government organizations	Pharmaceutical, biotech, medical device and clinical research
Entertainment & Hospitality	Cities and communities
Colleges and universities	Professional services
Non-profits	Engineering and software

- Develop, assemble, and manage teams of subject-matter experts relevant to clients’ strategic needs.
- Manage the client relationship, serving as primary point of contact for customer communications and vendor relations.
- Direct and coordinate planning and execution, including proposal scope, development, and production.
- Manage all deliverables for projects, including overall processes for marketing campaigns such as, events management/production, online media marketing, email campaigns, website development, SEO/SEM, e-commerce, video projects, collateral, and print advertising.
- Manage creative development with client teams.

Works with local and national experts, including advertising agencies, design boutiques, graphic print vendors, public relations firms, videographers, photographers, and online marketing agencies.

A partial list of clients and their industries includes:

- Union Bank – full-service bank
- Carlsbad Library & Arts Foundation (CLAF) – city
- Artemis Institute for Clinical Research – clinical trials
- Locus Media – e-learning strategy & development
- Invivogen - biotech
- OYC Americas – biotech manufacturing
- OBALON – Medical device
- Palomar College – education
- AMN Healthcare Services, Inc. – healthcare
- Allergan - pharma
- Teva Pharmaceutical Industries – pharma
- Grifols S.A., U.S.A. – pharma & chemistry
- Kite Pharma – biopharma
- Upstart Group – Fractional CMO (MarComm)

### **2005 – 2008: Buffini & Company ~ Marketing Events, Communication, Production Manager**

Managed the in-house marketing team that developed the company's products; production manager for multiple company events. Responsible for all internal and external marketing communications.

- Worked closely with Events, Sales, Corporate Relations, and Customer Service to execute all projects.
- Drove print, online, TV, PR, and advertising deliverables from concept to development to production
- Planned and project-managed all monthly and annual client events, including conferences, entertainment, and trade show preparations.
- Liaison to executive and interdepartmental teams to build strategic branding initiatives.
- Coordinated with external vendors, photographers, and staffing agencies as required.
- Produced and managed media relations, print advertising, corporate Intranet, email campaigns, website, and video projects.
- Directed and trained creative staff.
- Managed book publishing and video production for Brian Buffini, company founder and president.
- Cultivated strong relationships with media and industry analysts to manage U.S. public relations efforts.

### **1999 – 2005: SAIC ~ Project Controller; Marketing Communications Manager**

Multi-million-dollar Government project management and analysis for the Healthcare and Corporate ITS divisions. Staff, program, and team manager for Marketing Communications, working closely with local and government institutions.

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## **PROFESSIONAL AFFILIATIONS**

Carlsbad, California Chamber of Commerce: 9-year member and former Co-Chair, Education Committee

Sales, Marketing Leadership Alliance (SMLA): Member

Philanthropic Education Organization (PEO): VP of Carlsbad Chapter and International Member

Strategic Trusted Advisors Roundtable (STAR) Former San Diego Chapter Member; Chair, Events Committee

Association for Talent Development (ATD): Affiliate Non-Member

Life Sciences Trainers & Educators Network (L-TEN; formerly SPBT): Affiliate Non-Member

Public Relations Society of America (PRSA): Affiliate Non-Member

North County Woman Magazine Honored Female Spring 2013: [www.northcountywoman.com](http://www.northcountywoman.com)

Porsche Club of America San Diego Region – Member, Autocross & Performance Driving School Instructor

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## **EDUCATION**

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

Bachelor of Arts, Liberal Studies, *California State University San Marcos*