**Julia Marie Papelo** tup71651@temple.edu

*| Philadelphia, PA | 19122 | 475-238-5659*

**EDUCATION\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

TEMPLE UNIVERSITY – Fox School of Business, Philadelphia, PA

*Bachelor of Business Administration* **Graduation: May 2026**

Major: Marketing | GPA: 3.4

Minor: Management Information Systems

**EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

C2 CLARITY MEDIA INSIGHTS **South Orange, NJ**

***Marketing Intern*** May 2023-August 2023

* Employed advanced data analysis tools including ZoomInfo, Sales Navigator, and Crunchbase to extract actionable insights and drive data-driven marketing initiatives for Insperity, a prominent national HR provider
* Implemented a comprehensive array of digital marketing strategies, including social media marketing, email campaigns, SEO optimization, content marketing, and PPC advertising, to effectively broaden brand reach and engagement
* Developed intricate Excel spreadsheets synthesizing data from over 60 prospective clients, facilitating the formulation of targeted marketing strategies aimed at maximizing client acquisition and retention

CELSIUS **Philadelphia, PA** ***Brand Ambassador*** August 2023-Present

* Spearheaded collaborative efforts with Temple University faculty and students to orchestrate company events aimed at enhancing brand recognition
* Leveraged marketing expertise to conceptualize engaging campaign ideas tailored to resonate with college students, resulting in the coordination of 10+ events monthly
* Designed compelling flyers and utilized diverse platforms to effectively promote events, resulting in an impressive distribution of more than 2000 cans of CELSIUS per month
* Orchestrated a high-profile event in collaboration with 13 Greek Life organizations, drawing over 500 attendees and distributing 1,193 cans of CELSIUS.

CHIROPRACTIC AND WELLNESS CENTER OF NEW HAVEN **New Haven, CT**

***Front Desk Associate/Event Marketing Coordinator***  May 2023-January 2024

* Greeted patients with a warm and welcoming demeanor, creating a positive and comfortable environment
* Proficiently handled insurance-related tasks, including verification of coverage, processing claims, and addressing billing inquiries
* Maintained an organized filing system for patient records, ensuring easy accessibility and compliance with confidentiality standards
* Designed promotional flyers utilizing Canva to align with the Chiropractor's envisioned events
* Achieved full sign-up capacity for all events within a 3-day timeframe through strategic promotion via word of mouth and targeted social media campaigns

**LEADERSHIP & CERTIFICATIONS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Delta Zeta **Philadelphia, PA**

***Sisterhood Chair***  August 2023-December 2023

* Coordinated a sponsorship between our sorority and **Evry Jewels** where over 100+ girls were provided with complementary jewelry from the company
* Coordinated every sisterhood event by coming up with ideas, contacting the necessary people, and providing all materials needed to make the events happen

LinkedIn Learning

***Artificial Intelligence For Marketing Certification* December 26, 2023**

* Digital Marketing
* Artificial Intelligence for Business
* Artificial Intelligence

***How to Build Visual Content Marketing Strategies Certification* December 21, 2023**

* Content Marketing
* Marketing Strategy

**SKILLS & INTRESTS \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Volunteering:** Starkey Hearing Foundation, Student Activists Against Sexual Assault (SAASA)

**Interests:** Weightlifting, Meditation, Volleyball, Music, Hiking, Lacrosse

**Skills:** Google Suite, Microsoft, Sales Navigator, ZoomInfo, Salesforce