

# julie heller

Huntingdon Valley, PA

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☎ 215.977.9988

## + skills

Brand Launch  
Brand Management  
Business Development  
Competitive Intelligence  
Customer Relations  
Employee Engagement  
Event Planning  
Marketing  
Market Research & Analysis  
Media  
Product Management  
Public Relations  
Sales  
Strategic Planning

## + education

**Pennsylvania State University,**  
State College, PA  
B.S.B.A., Marketing

## + honors & awards

PPAI Fellowship program:  
Inaugural member, 2016  
PPAI Marketing Excellence Awards:  
Best Self Promotion, 8 years/row  
Best Booth: Imprinted Sportswear  
Show, 5 years/row  
SACDV Volunteer of the Year 2006  
SACDV Volunteers Award 2001  
The Counselor "40-Under-40", 2001  
Promotions East Liaison, 2001-2002  
Promotions East Marketing  
Vice Chair 2001  
SACDV Programs Committee

## + summary

A motivated, industrious, creative, self-starter who possesses excellent marketing and sales skills in developing business relationships, with extensive professional experience and stellar understanding of marketing strategies combined with the keen ability to conceptualize trends and translate them into both personal and company productivity.

## + professional experience

### HERITAGE SPORTSWEAR

#### *Director of Marketing*

June 2017 – Present

- ◆ **Increased imprinted catalog orders by 20%** by implementing an automated system that offered customers a guaranteed ship-by date, improved delivery timeline by 5 months and **reduced payroll expenses by \$60,000 per year.**
- ◆ Reduced total catalog expenditures and more effectively managed collection procedures.
- ◆ Increased revenue by optimizing and implementing improved remuneration processes.
- ◆ Oversaw all photo shoots and printing to ensure efficiency and profitability.
- ◆ Managed company website to ensure promotions and pricing were up to date.
- ◆ Spearheaded and launched daily email campaign to customer database. (500+ per year)
- ◆ Management of digital communications and promotional messaging.
- ◆ Guidance on strategies to improve trade show presence and capitalize on potential opportunities.

### BOLT ON TECHNOLOGY

#### *Sales Manager*

October 2016 – June 2017

- ◆ Business development for automotive repair business segment.
- ◆ Created and implemented "Bolt On University".
- ◆ Sold and presented demonstrations of automotive software which delivered client value and contributed to individual revenue goals.

### BODEK AND RHODES – IMPRINTABLE APPAREL WHOLESALER

#### *Marketing & Public Relations Manager*

January 2007 – June 2016

Led a team of three that produced award-winning corporate marketing and public relations branding materials, while helping the company grow from \$50,000,000 to \$400,000,000.

- ◆ Managed all media, print, and trade show communications, **securing 120% of vendor co-op funds** to launch our promotions.
- ◆ **Increased new customer base by over 30% annually** from my team's business development initiatives.
- ◆ Networked with over 50 trade associations, buying groups and VIP customer networks to **increase sales by 230%** with these groups during the last 3 years of my tenure.
- ◆ Improved public relations **reach with industry media vehicles by 24%** by fostering personal contacts and creative new release distribution.
- ◆ Was entrusted with all internal employee engagement programs, raising the morale of 400 employees with events, sales meetings, employee education, and spirit days.
- ◆ Promoted to this role after achieving record results with my team.

### BODEK AND RHODES

#### *Marketing Manager*

July 1998 - January 2007

- ◆ Developed and launched integrated multi-channel print, catalog, web and direct marketing campaigns with a staff of five, **increasing sales 300%** during my time in this role.
- ◆ Managed a \$1.2MM budget, adding additional unplanned but creatively proposed co-op funds to extend promotion efforts routinely each year.
- ◆ Led market launch of 21 new brands and 600 new products in a recession market.

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- ◆ Rebranded every visible aspect of UltraClub, the company's own private label brand, recreating all marketing materials and managing distribution of materials, for a **23% increase** in the following year.
- ◆ Spearheaded all company trade show activities from concept to lead follow-up for 6 national shows plus over 50 regional and local shows annually, **winning Best Trade Show booth nationally five years in a row.**
- ◆ Managed a 9-month 400-page catalog production process, including wrangling clients for their own artwork to customize 1,800 different covers, with only 13 reprints during my last year managing this project.
- ◆ Marketed launches of new warehouses and sales territories once every three years.

## **BODEK AND RHODES**

### ***Marketing Coordinator***

June 1994 - July 1998

- ◆ Began as coordinator of all Marketing Department print and trade show activities, including a 120-page fashion catalog which grew to over 400 pages
- ◆ Marshaled details while serving as agency liaison & vendor contact for 30+ brands
- ◆ Managed photo shoots & content delivery to ensure accuracy for 1,500 products
- ◆ Juggled successfully 30+ projects at a time, even during our deadline-driven catalog season