

Julia Cavallo

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EDUCATION

Johns Hopkins Carey Business School
Master of Business Administration

Baltimore, MD
Expected May 2022

Rutgers Business School
Bachelor of Science in Marketing, Minor in Digital Communication and Information Media

New Brunswick, NJ
3.25/4.0, May 2020

MARKETING WORK EXPERIENCE

Signify (Philips Lighting)
Digital Marketing Intern

Somerset, NJ
Jan 2020- Jun 2020

- Managed social campaign by creating 6 weekly social media posts through Sprinklr for global Facebook and Twitter accounts, with strategic brand messaging and appropriate product photos from Signify's asset library
- Optimized content for Google searches and quick answers through keyword usage, editing and adding of H1, H2, and meta descriptions. Identify error 404s, 301 and 302 redirects in webpages for repair
- Re-designed websites through strategy formulation and assessment of user experience; further developed the Horticulture site

Toyota

Marketing, Sales, and Service Management Intern

West Caldwell, NJ
May 2019- Aug 2019

- Diagnosed effectiveness of digital marketing and ensured branding coherence from dealerships through Excel analytics
- Researched and proposed an internship-long project to revitalize the Toyota Certified Used Vehicle's program and discover areas for improvement; these suggestions were later implemented after the end of my internship
- Built relations with local dealerships by shadowing District Managers, Digital Reps, and Field Technical Specialists to understand their needs and challenges
- Set-up and attended training classes for different vehicles, intending to help dealers understand competitiveness between brands and hands on product knowledge

CNBC

Primetime Brand Marketing Intern

Englewood Cliffs, NJ
Jan 2019- May 2019

- Conducted a data driven analysis making a case for advertisement on streaming platforms, exploring and highlighting missed opportunity; presented this semester-long project to the Primetime Marketing Department of 30 team members
- Designed a creative weekly internal Mailchimp newsletter to highlight creative competition in the marketing industry
- Brainstormed potential taglines and creative visions for CNBC promotions of series Listing Impossible and The Profit
- Curated PR baskets for clients, associates, and viewers using CNBC and show specific merchandise

Morgan Stanley

Wealth Management Intern

New Brunswick, NJ
Oct 2017 – Apr 2018

- Organized files and client information to manage portfolios, setting up an effective way to analyze trends among the client pool, and attended weekly meetings with 5 team members to work cohesively and act in the best interest of clientele

LEADERSHIP EXPERIENCE

Rutgers Business School (RBS)

Social Media Ambassador

Piscataway, NJ
May 2018- May 2020

- Posted on the Rutgers Business School's Instagram regarding recent events and important announcements (@ru_business) three times per week, and created a corresponding content calendar in efforts to increase on-campus event attendance
- Innovated the Social Media Ambassador program by taking the lead on several projects, and contributed to overall strategy with a team of 6 student ambassadors which resulted in the growth of the Instagram account by over 2,000 followers
- Engaged with students and parents by tabling during university wide career and involvement fairs, driving social engagement

Phi Mu Fraternity

Public Relations Chair

New Brunswick, NJ
May 2019 – Dec 2019

- Account management for social media sites including Instagram, Twitter, Facebook, Official Website, and VSCO
- Engaged in positive public relations with other sororities and fraternities on campus including tabling events and fundraisers
- Portrayed Phi Nu's chapter in a positive light through the Commitment to Excellence standards distributed by headquarters
- Allocated \$500 budget to different areas within public relations, distributed on a yearly basis

ADDITIONAL QUALIFICATIONS

Skills: Search Engine Optimization, Social Media Marketing, Public Relations, Website Design, Blog Management

Software Experience: Wix, Wordpress, Sprinklr, MailChimp email campaigns, Microsoft Excel and PowerPoint, Adobe Spark