

## JULIA HANANIA

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(317) 970-5551

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### EDUCATION

Indiana University, The Media School, Bloomington, IN  
*Bachelor of Arts in Media*

International School of Indiana – Indianapolis, IN  
*International Baccalaureate Diploma*

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### LICENSES & CERTIFICATIONS

200 Hour LifePower Yoga Teacher Training – Indianapolis, IN  
*Yoga Teacher*

- Completed 200 hours of yoga teacher training and covered educational categories such as anatomy and physiology; techniques, training, and practice; yoga philosophy, ethics, and lifestyle; teaching methodology; and practicum
- Planned, organized, and volunteered to lead a fundraising yoga event in downtown Carmel, Indiana and raised over \$500 for nonprofit organization Back on My Feet

POOM Certificate  
*World Taekwondo Headquarters*

- Credential ID 09206377
  - 2nd Degree Black Belt in Taekwondo
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### EXPERIENCE

Conzena– Indianapolis, IN  
*E-Commerce Business Owner*

*August 2022-Present*

- Generate and update products, content, and promotions
- Create web page layouts, write code, edit website content, and make adjustments based on user feedback.
- Monitor office inventory and keep track of supplies with advanced skills in Microsoft Excel
- Write copy for all marketing and communications, including advertising campaigns, social media posts, and user communications
- Initiate a series of marketing campaigns including email, print, digital, outdoor, and social media analysis
- Manage relationships and daily communication with distributors, customers, and related third parties

Phonetime International- Indianapolis, IN  
*Senior Product Marketing Manager*

*August 2018-Present*

- Penetrate new segments through use of strategic marketing initiatives
- Perform through market research and competitive analysis to understand and effectively communicate product value propositions
- Communicate value and position to sales team and developed tools to support selling process
- Drive marketing initiatives to increase product visibility and market performance
- Create product positioning and messaging to differentiate products in market and expand visibility

Winslow Ranch Marketing– Bloomington, IN  
*Seasonal Content Creator*

*March 2020- March 2022*

- Facilitated the organization of Bloomington’s annual festivals, concerts, and events
- Photographed, designed, and published media event coverage
- Strategized optimal advertising strategies with respective business owners

Federated Hermes – International – Pittsburgh, Pennsylvania  
*Temporary Work Placement- Internship*

*July 2020- August 2020*

- Identified ESG risks, controversies and opportunities to support stewardship and engagement with publicly listed companies on topics material to their long-term success
  - Levered data and analysis from Sustainalytics, MSCI, SASB and other leading ESG rating organizations and frameworks
  - Conducted company level research on specific ESG topics for multinational corporations in the technology and consumer services sectors
  - Expanded my understanding of corporate sustainability and ESG issues across different regions through discussions with EOS engagement professionals in North America, Europe and Asia
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### SKILLS

Equity Research Analysis • Adobe Creative Suite Software • Shopify • Email Marketing • Search Engine Optimization (SEO) • Social Media Marketing • Advertising • Web Design • Videography • MS Excel • MS Access • HTML • Languages (French: Intermediate; soASL and Russian: Beginner)