**Julian McGhee** | 816-612-2892 | Julianmcghe@gmail.com | Kansas City, MO 64118

**Education**

Missouri State University-Springfield, MO

Bachelor’s degree in Communication and Mass Media | 2015-2019

**SKILLS**

|  |  |
| --- | --- |
| * Organizational skills
* Brand strategy
* Event marketing
* Presentation and pitching
* Social media management
* Content strategy
* Community management
 | * Influencer management
* Project management
* Leadership
* Paid media strategy
* Keyword analysis
* Contracting
* Content creation
 |

**Social media tools***:*

Sprinklr, Sprout, Hootsuite, Rival IQ, Infegy atlas, Crowd Tangle, Khoros, Yext, Bazaar, Socialix, Sully gnome, Twitch tracker, Tagger, and Monday.com.

**Social media channels of expertise:**

Facebook, Instagram, Twitter, LinkedIn, YouTube, Twitch, and Tik Tok.

**Professional Experience**

Ayzenberg (ION) – Associate Manager, Influencer & Content Partnerships | June. 2022 - Present

Client(s): Intel (Tech and Gaming), Microsoft Edu.

* Assisted in developing and managing influencer programs.
* Discover, vet, and recruit ideal influencers across all platforms ensuring influencers are paired with client objectives.
* Provide program strategy, tactics, data, rationales, and brainstorming ideas for new client program proposals.
* Managed and tracked Influencer budgets, negotiating, and contracting.

VMLY&R - Social Media Manager | Jan. 2021- June. 2022

Client(s): Intel (consumer, commercial, IoT), Dicks Sporting Goods, VRST, Going Going Gone, FedEx.

* Developed KPI reports for clients on a weekly, bi-weekly, and monthly basis. Reported on competitors, an increase/decrease in sentiment, engagement, content performance and audience growth.
* Recommended content strategies to further engage with audiences through paid and organic content. Supported brand efforts with 1M+ impressions from community engagement, 44% growth QoQ with surprise & delights, and 30K+ engagements from cultural strategy.
* Increased average engagement for Intel Business account by 4% from content recommendations and influenced Tik Tok channel growth for DICK’s by 32% from Q3 to the end of Q4 in 2021.
* Delivered short-form video content for Tik Tok and Instagram, that successfully improved DICK’s channel impressions and growth by 6% MoM.
* Established creative briefing process for client team to improve efficiency for internal and external partners.
* Ensured global trafficking of over 100 paid and organic assets for marketing campaigns across various geographies.

MoSourcelink - Social Media Strategist | 2020-2021

* Coordinated social media strategy across various channels that further aligned with brand goals and objectives.
* Created consistent copy across all branded handles such as KCSourcelink, MoSourcelink, and Scale Up KC, that coincided with curated content from blogs, articles, and events calendar.
* Improved relationship with community members, entrepreneurs, and local social media groups to increase brand outreach.
* Managed editorial calendar and worked with internal team to ensure content was being posted at optimal times for maximum exposure.
* Followed local changes in the community and culture for opportunities and made recommendations to marketing director on culturally relevant content.
* Increased audience engagement by 100% QoQ across various channels, and impressions by 99k QoQ.

KCGP (Kids. Community. Growing. Prosperity.) - Marketing Director | Jan. 2019 – July 2022

* Managed marketing internship program provided educational curriculum, through hands-on immersive agency-like training to younger team members.
* Developed holistic marketing strategy to maximize reach, impressions, and effectiveness of campaigns.
* Delivered 12 short-form video ads, that were executed on Facebook and Instagram for 2 months. The campaign content resulted in a 68% follower growth, 20K impressions, 12K engagements and a 2.5% conversion rate MoM.
* Directed social media planning to promote initiatives, brand building, audience retention, and revenue-focused activities.
* Measured and reported on marketing campaign performance, gained insights, and compared results against goals to identify strengths and weaknesses.
* Managed paid media efforts for 2022 summer campaign, on Facebook and Instagram for 2 months, that had over 50K impressions, 10K in revenue (+501% MoM), and a 4.96% conv rate (+87% MoM).

Evolve Juicery & Kitchen - Regional Marketing Specialist | Jan. 2020 – Apr. 2020

* Coordinated in-person promotional campaigns, marketing events, brand partnership events to drive brand outreach, and local in-store foot traffic.
* Established corporate relationships with regional brand stores to ensure marketing plans were executed. Worked with store managers on in-store promotional displays and signage.
* Developed a paid and organic strategy through researching local and national consumer needs, buying habits to create optimal content
* Discovered and vetted over 100 micro-mega influencer partners to work with national and regional brands to drive online meal orders.
* Negotiated with influencers on best pricing and/or incentives to partner with brand for campaigns. Closely worked with influencers to ensure content was posted and reported on content metrics to internal team.
* Compiled and disseminated COVID-19 company news, project updates, and acquisition activities through formal press release distribution.

Julian’s Marketing Collaborations - Owner | Jan.2019 - Present

Consulted: fitness, alcohol, hair restoration, fashion, gaming, non-profit, and biodiversity.

* Created paid and organic strategy, brand objectives, marketing plans and content assets for social media campaigns across various channels.
* Developed and managed editorial calendar process for clients, scheduled content, managed campaigns, and tracked deadlines.
* Coordinated with internal team on developing a paid and organic influencer strategy, by identifying various tiers of gaming influencers that were a good fit for creative tactics. Aligned creative brief to recommend channel prioritizations, and content formats.
* Hosted a 6-mo internship cohort to help provide exposure for team of undergraduates in marketing. Provided oversight, educational curriculum, and hands-on agency-like training