



↓ Julie Marie Gomes, M.S.

Associate Director, Marketing / Consumer Practice

Brooklyn, NY 11204 · 347-981-4512 · jumagomes22@mail.com · LinkedIn

Award-winning Marketing Authority with unique combination of tenacity, creativity, and intellectual curiosity used in the relentless pursuit of tapping into growth opportunities and activating revenue-producing brands.

10-year glass-shattering career delivering exponential growth in consumer-packaged goods, automotive, and shopper marketing segments. Trusted by leadership to influence firm strategy, achieving marked success by taking calculated risks and extending brand reach through integrated marketing strategies. Entrepreneurial leader fluent in strategic marketing leadership, marketing channel and campaign performance, and go-to-market tactics, positioning organizations for unprecedented growth.

VALUED FOR CONTRIBUTIONS IN:

Go-to-market Performance

Stimulated \$20M in extra retail sales by gaining 3% market share in a commodity food category for large consumer packaged goods client.

Customer Acquisition

Closed two exclusive three-year deals, raising revenue potential for failing soft drink manufacturer and solidifying coffee brand as a new client.

Market Domination

Seized 10% market share, dominating consumer coffee brands with breakthrough marketing, strategic positioning, and imaginative media tactics.

Leadership

- Employee Development
- Cross-functional Collaboration
- Training, Coaching, and Mentoring
- Team Engagement

Marketing

- Go-to-market
- Brand Messaging
- Audience Engagement
- Customer Relationship Management

Business Acumen

- Marketing Road-mapping
- Process and Product Innovation
- Customer Acquisition
- Performance Improvement
- Strategic Planning

“Julie is a sharp, quick, analytic thinker who showed the ability to understand historical data to inform decision-making about future sales promotions.
Angela Crespi, Supervisor, Walgreens

CAREER PROGRESSION AND LEADERSHIP NARRATIVE

SMITH AND COMPANY MARKETING – NEW YORK, NY

Leading full-service advertising and marketing agency

Manager, Consumer Clients • January 2018 – Present

Promoted to lead 21-person team of direct and indirect reports, oversee \$27M budget, and control advertising, marketing, social media, digital strategies, and cross-functional collaboration.

Earned Bronze 2018 “Clio Award” for accomplishments in digital and social media

For-profit engagement:

- **2% uptick** in market share
- **14% increase** in brand awareness
- **3% boost** in sales
- **4.5M increase** in social media followers

- ▶ **Turnaround Performance:** Reversed negatively-trending sales results for hemorrhaging soft drink brand.
- ▶ **Marketing Campaign and Acquisition:** Secured exclusivity agreement with national burrito chain. Reinvigorated faded brands by engaging largest

Pro-bono engagement:

- **Achieved 35% increase in corporate financial support**, serving as liaison to the non-profit—Child Health Alliances. Crafted action-prompting messaging, enhanced social media presence, built state-of-the-art website, and collaborated with client to spread healthcare support.

demographic—youth group—through customer segmentation and youth marketing.

- ▶ **Process Improvement:** Paved the way for idea-sharing and accelerated digital practice across brands, categories, and divisions.
- ▶ **Leadership and Integrated Marketing:** Complete ownership of social media and digital strategies leveraged for profit and not-for-profit initiatives.

Team Leader • June 2012 – January 2018

Awakened post-recession brand activity, leading team of five direct reports to tap into the power of community and collaboration by launching innovative and resoundingly successful social media campaign.

Earned 2013 “Campaign of the Year” award for expanding Northern Dawn’s brand

Developing, engaging, and leading high-performing teams

Trained, coached, and mentored two Associates, promoting them into Senior Associate roles.

Northern Dawn’s Successes

- **10% increase** in market share
- Awarded **“Campaign of the Year”**
- **Three-year exclusive deal** with Morning Dawn

Breaking into new markets

- **Managed \$10M budget**
- Won merit for **Grammy-featured ad**

- ▶ **Crafted campaign-winning promotions:** Capitalized on consumer taste preference and developed comprehensive marketing campaign, including sampling and media events.
- ▶ **Delivering Growth:** Captured substantial market share through targeted marketing tactics. Reputed as “future star” for innovative, effective, and fun marketing ideas.
- ▶ **Market Penetration:** Sought after to unveil new-to-market French automotive manufacturer, successfully building brand awareness by creating robust media and endorsement campaign.

Early Career

Senior Associate | Smith & Company Marketing – New York, NY | August 2010 – June 2012

Associate, Consumer Practice | JonesFlores – Chicago, IL, June 2007 – June 2010
Earned “JonesFlores Innovation Accomplishment Award”

EDUCATION

Master of Science (M.S.) in Marketing, Social Media Marketing
 Southern New Hampshire University – Hookset, NH

Bachelor of Business Administration (B.B.A.) in Marketing, magna cum laude
 Loyola University Chicago – Chicago, IL,

SKILLS AND TECHNICAL PROFICIENCIES

Nielsen market analysis and web traffic analytics; IRI tools for insights
 Social Media Marketing Tools: Facebook, Twitter, Instagram, YouTube, Hootsuite