

# Julie Fogerson

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## SUMMARY

Diversified and accomplished Communications Advisor with expertise in the consumer tech, banking and financial services, enterprise software, energy engineering and consulting services industries. Background includes strategic communications, writing, staff supervision, project/office management, conflict management and prevention, teaching/training, diversity and inclusion/gender equity research, and producing voice, film, stage and presentation projects.

- International Strategic/Executive Communications – **21 years**
- Writing/Editing/Content Development/Digital Media – **25 years**
- Account/Project Management – **21 years**
- Language Learning/Instruction (English, Russian and Spanish) – **28 years**
- Qualitative/Quantitative Research, diversity & inclusion focus – **10 years**

## PROFESSIONAL EXPERIENCE

Bryan University (Remote) – exceptional education experiences

**2021-Present**

Adjunct Professor

- Instructor for Introduction to Digital Marketing and Social Media, business department for associate degree and certificate programs; curriculum development and presentation.

Wells Fargo (Remote) – global financial services

**2013-2021**

Assistant VP, Corporate Communications

- Charted strategic/creative direction for internal/external proactive storytelling in support of market reputation and team member engagement, fielding opportunities from twelve states, multiple business lines/functions (legal, HR, risk) and external stakeholders.
- Served as trusted advisor, providing executive communications/supporting change management for leadership across departments, including training spokespeople for print/broadcast/digital media, social media, video and live presentations.
- Created, supervised and implemented integrated communications/marketing campaigns for traditional print/web, video, social media, team and local/national/international community.
- Wrote, edited and published for internal Web communications platform and “telling our story” initiatives, sourcing team member stories to drive workforce engagement.
- Coordinated teams of internal/external stakeholders (nonprofits, local government, Community Relations, HR, Marketing and Recruiting) and communicators to execute on complex storytelling opportunities, managing multi-region content calendar.

BITwave (Eagle, ID) – consumer tech for international active sports startup

**2012-2013**

Director of Communications

- Managed \$180K budget to chart strategic direction for B2B and B2C communications and collateral – web, print, speech and creative.
- Created, supervised and implemented media, analyst and public outreach programs to drive credibility and manage issues.
- Directed e-commerce business best practices, running \$125K+ in vendor contracts, growing office by 4x in first year, charting ROI.
- Singular point of contact for customer/technical support issues, triaging inquiries, providing resolutions and driving product development with Singapore/China partners.

## OTHER PROFESSIONAL EXPERIENCE

- Raytheon (McMurdo, **Antarctica**) – Scheduler Lead (Contractor) for USAP overseas.
- Dome-Tech (**New York, NY**) – Marketing Manager/Project Coordinator/Office Manager for international energy engineering firm.
- Lewis PR (New York, NY) – Senior Account Executive/Project Manager/Office Manager for UK based agency, managing accounts in US, UK and India.
- Edelman (**Seattle, WA**) – Senior Account Executive for Macintosh Business Unit.
- Waggener Edstrom (Seattle, WA) – Account Executive for Microsoft Business Solutions, coordinating Washington, North Dakota, EMEA and Australia based teams.
- Widevine (Seattle, WA) – Software Testing/User Experience for digital security software.
- Hawaii Public Television (**Honolulu, HI**) – Satellite Engineer/Master Control for PBS.
- Hawaii Public Radio (Honolulu, HI) – Marketing Coordinator.
- Idaho State Senate (**Boise, ID**) – Page.

## EDUCATION / TRAINING

Creighton University, Alpha Iota Sigma Honor Society

**Doctor of Education** (Ed.D.) in Interdisciplinary Leadership, doctoral research titled “*Female Communication and the Professional Advancement Experience*”

Creighton University

**Master of Science** (M.S.) in Negotiation and Dispute Resolution

Hawaii Pacific University, Lambda Pi Eta Honor Society

**Bachelor of Arts** (B.A.) in Communications

## ADDITIONAL RELEVANT INFORMATION

- Circle of Success, *American Writers & Artists Institute*, advanced/UX copywriter training
- Data Bootcamp, *Creighton University*, data analysis/visualization, Excel and Tableau
- Human Rights Certificate, *Wassmuth Center for Human Rights*
- Master TEFL Certificate, 120 hours *International Association of Teachers of English as a Foreign Language* accredited course
- Accreditation in Public Relations (APR), *Public Relations Society of America*
- Writers in the Attic, *The Cabin* – short story fiction published 2017, 2018, 2019
- Graduate Dean’s Scholarship, *Creighton University*
- Women of the Year, *Idaho Business Review*
- Advanced Open Water Diver, *Professional Association Diving Instruction*
- 40 Accomplished Under 40, *Idaho Business Review*
- Leadership Boise, *Boise Metro Chamber*
- United Nations endorsed certificate, *Soliya* – for advanced training and facilitating
- L Magazine, *Literary Upstart NYC* – short story competition finalist
- National Science Foundation, *Antarctic Service Medal* – contributions to science
- 3 Minute Masterpiece, *Seattle Times* – short film winner

## VOLUNTEER/COMMUNITY RELATIONS

Professional Writer’s Alliance – Member (2020-Present)

International Travel Writers Alliance – Member (2020-Present)

Idaho Chapter PRSA – Board Member & Secretary (2017-Present)

Leadership Boise – Alumni Board Member (2016-Present)

Soliya – International Facilitator, Coach & Curriculum Development (2012-Present)

American Red Cross – Volunteer (1997-Present)

Future Public School – Founding Member & Vice Chair (2017-2021)

Creighton University – Graduate Board (2017-2018)