



Julie DeCook

OBJECTIVE - Accomplished communications professional seeks career growth into an executive leadership role.

PROFESSIONAL EXPERIENCE

Holland Board of Public Works - Communications Manager

6/2022 – Present

Accomplishments

- Created and implemented a plan for expanding the Communications Department, advancing from a sole contributor to leading a high performing department of three.
- Lead organizational communications efforts and provide art direction for company intranet site as it is implemented by cross-functional teams.
- Lead marketing efforts of the community-owned fiber network.
- Continue to contribute as a content strategist and create to promote the Holland BPW brand.

Holland Board of Public Works - Communications Specialist

4/2019 – 6/2022

Accomplishments

- Created a plan to expand resources of the communications department in order to elevate the brand presence in the community and to better serve the needs of internal and external customers.
- Implemented a process for communications projects that invites collaboration, has productive workflows, and allows for expert direction and oversight of the Holland Board of Public Works brand.
- Created a strategic communications plan that connects with customers, utilizes multiple channels to present critical messages, and promotes the Holland Board of Works proposition value.
- Developed a digital analytics strategy that reflects on campaign performance to enable informed decision-making.
- Enriched the Holland Board of Public Works brand with a theme (Local. Reliable. Efficient. Essential.) to present the organization and its value proposition in a cohesive and concise manner.

John A. Van Den Bosch Co. - Marketing Assistant

10/2016 – 4/2019

Accomplishments

- Lead a cross-functional team to produce catalogs for vendor showcase events in a tight timeline.
- Project lead for a major re-branding and new product launch of Nature's Window.
- Created marketing tools to help the sales team succeed.
- Maintained social media presence for 2 identities.
- Project manager of a monthly sales flier.

Resolution Systems, Inc. - Marketing Communications Director

4/2012 – 10/2016

Accomplishments

- Re-branded 3 companies: Resolution Systems, Eclipse Process Technologies, and Design Scientific.
- Launched a web store that showed steady increase in revenue over the course of 2 years.
- Implemented marketing communications plans for 2 companies.
- Designed and wrote 8 new brochures and 4 websites.

Accomplishments

- Lead a team of graphic designers in the production of marketing collateral for the re-branding of the company.
- Created a continuing education seminar and marketed it to IIDA members across the U.S. and Canada.
- Created a marketing promotions plan and successfully pitched it to an international corporate board.
- Lead the marketing team in planning and execution of trainings for a network of manufacturer’s reps.
- Lead marketing promotion planning for 4 new product launches.
- Created winning B2B proposals.
- Designed 10+ Catalogs.

EDUCATION

• Michigan State University	Degree Earned	Master’s of Strategic Communications
• West Coast Chamber of Commerce	Completed	West Coast Leadership Program
• Grand Valley State University	Degree Earned	BA, German
• Henry Ford Community College	Degree Earned	Associate of Arts, Graphic Design

DESIGN SKILLS

- Brand Identity
- Graphic Design
- Web Design
- Photography
- Photo Editing
- Video Editing
- User-based Design
- Point of Purchase Materials

COMMUNICATIONS SKILLS

- Communications Strategy and Planning
- Public Relations/Media Relations
- Crisis Communications
- Audience Targeted Messaging
- Social Media Marketing
- Persuasion Techniques
- Project Management
- Copy writing
- Analytics

TECHNICAL EXPERTISE

- Adobe Creative Suite: InDesign, PhotoShop, Illustrator, Acrobat, Premier
- Google My Business, Google Ads, Google Webmaster Tools
- Website content management systems: Joomla, Wordpress
- Microsoft Office: Powerpoint, Excel, Word, Sharepoint
- Digital Marketing Platforms: Hootsuite, Mailchimp
- Customer Resource Management (CRM)
- Digital Accessibility
- Search Engine Optimization (SEO)
- Social Media Advertising

