

JULIE KISTLER

DATA ANALYTICS AND MARKETING PROFESSIONAL

Portfolio

www.ai-strategylabs.com



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PROFILE

My true passion lies at the dynamic intersection of data science and business analytics. I am actively seeking a position that not only allows for in-depth dataset analysis but also provides the opportunity to craft robust models and uncover valuable insights. Proficient in the art of data-driven storytelling, I excel at transforming intricate information into compelling narratives, presenting findings to executive-level audiences. My commitment extends to leveraging extensive knowledge and industry experience to equip businesses with the strategic insights necessary for sustained growth. I am eager to join a forward-thinking data science team that values innovation, analytical prowess, and recognizes the transformative potential of data in steering business outcomes.

EDUCATION

The University of Texas at Austin

Post Graduate Program in Data Science and Business Analytics

University of Colorado at Colorado Springs

Bachelor of Science in Business Administration/Marketing

CERTIFICATIONS

Certified Digital Marketing Professional (CDMI) Certification

Digital Marketing Institute_2023

AMA Professional Certified Marketer (PCM) in Digital Marketing

Digital Marketing Institute_2023

Social Media Marketing

Stukent_2022

PIVOTAL EXPERIENCE

Data Science

- Business analysis projects utilizing EDA techniques through Python
 - Experience with data manipulation and analysis libraries
 - Familiarity with machine learning frameworks
- A/B Testing projects using hypothesis testing, data visualization methods, and statistical inference.
- Linear Regression projects to include linear regression assumptions, provide business insights and recommendations.

Marketing

- Successfully executed and managed over 90 B2B fully integrated marketing campaigns for various fortune 500 companies.
- Developed and executed a variety of digital marketing campaigns to include: content creation, email campaigns, SEO, PPC, social media strategy, A/B testing, and affiliate marketing.
- Developed, executed, and managed numerous lead generation campaigns- resulting on average 37% increase in revenue generation.

Leadership

- Created and maintained dynamic reports, dashboards, and scorecards to monitor KPI's, drive growth and measure success.
- Managed marketing budgets up to \$6M.
- Recruited, trained and managed marketing/data teams of up to 63 direct reports.

DATA SCIENCE EXPERTISE

- Python
- SQL
- Machine Learning
- AI
- Data Visualization
- Data Storytelling
- Statistical Analysis
- Linear Regression
- A/B Testing

SKILLS

- Program Management
- Teamwork & Collaboration
- Business Development
- P&L Management
- Transformational Leader
- HTML
- iWork
- Microsoft Office Suite
- Data Management/Governance

MARKETING EXPERTISE

- Marketing Strategy/B2B & B2C
- Campaign Management
- Google Analytics
- Digital Marketing
- SEO
- PPC
- Product Marketing
- Market Research
- Salesforce/Hubspot

WORK HISTORY

Anna ISD, Anna, TX
CTE Educator (Marketing)
August 2021 - Present

KistlerGroup, Inc
CMO/CDO
August 2010 - November 2023

Zartech, Dallas, TX
Vice President of Sales & Marketing
March 2021 - August 2021

Parks Associates, Dallas, TX
Strategic Account Manager (Fortune 50 Accts)
May 2020 - March 2021

Vacasa, Remote
DFW Marketing / Biz Dev Manager - Dallas, TX
February 2019 - June 2020

Big Bear Vacations, Big Bear Lake, CA
Director of Marketing & Sales
March 2017 - November 2018

VAREP (501)(c)(3), Orange County, CA
President Orange County Chapter
March 2015 - February 2017

Talend, Fountain Valley, CA
Account Executive
February 2009 - November 2009

Configuresoft, Colorado Springs, CO
Marketing Manager
September 2006 - August 2008

UrbanEmbers, LLC. Colorado Springs, CO
Founder/President
July 2005 - January 2008

Six Sigma Marketing, Colorado Springs, CO
President/Owner
October 2005 - January 2008

Protocol, Colorado Springs, CO
Lead Generation Program Manager
May 2002 - March 2004

Citadel Communications, Colorado Springs, CO
Account Executive
May 2001 - May 2002

The Broadmoor Hotel, Colorado Springs, CO
Corporate Sales and Event Management
August 1998 - May 2001

United States Navy, Norfolk, VA
Quartermaster
April 1994 - June 1998