

# Julia Godsmark

## CONTACT

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- 📍 Langhorne, PA

## SKILLS

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Website Management  
Adobe Photoshop & Illustrator  
Microsoft Office Suite  
Content Creation  
Brand Management  
Project Coordination  
SEO Strategies  
Email Design & Development  
Detail Oriented  
Excellent Written and  
Verbal Communication

## EDUCATION

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UX/Front End Dev. Program  
Metis, New York, NY  
December 2014

B.A. Economics  
Rutgers University  
New Brunswick, NJ  
January 2011

## SUMMARY

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Results-focused and driven digital marketer with expertise in all facets of content development and e-commerce website management. Diversely skilled in the use of a digital presence to streamline communication and distribution of key brand messaging. Skilled in driving brand awareness by utilizing compelling language that appeals to a target audience and successfully highlights product and service features.

## EXPERIENCE

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### FREELANCE DIGITAL MARKETING / E-COMMERCE MANAGER

*Philadelphia, PA / June 2018 – March 2023*

- Designed and developed email marketing campaigns, that have increased click throughs and website views due to hypotheses on user behavior
- Created new content and updated website with new promotions, products, and information
- Produced digital ads to showcase new products and communicate a message to consumers that grab their attention and connect with their needs
- Wrote and published blog posts based on keyword research to drive more organic traffic to a given website
- Prepared and created social media posts ensuring customer engagement, creating new leads, and website traffic
- Collaborated with warehouse associates and buyers in order to establish a product timeline and prepare accordingly
- Optimized e-commerce websites for the best user experience

## ADDITIONAL EXPERIENCE

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### ADMINISTRATIVE ASSISTANT - CONTRACT

*The Spearhead Group / Yardley, PA / March 2023 – March 2024*

### DIGITAL DESIGNER

*Home Depot - The Company Store / Weekhawken, NJ / April 2015 – April 2018*