

JULIA KRAMKOVA

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412-901-0550
Pittsburgh, PA

EDUCATION

Carnegie Mellon University, Pittsburgh, PA

Graduation - May 2010

Bachelor of Science in Business Administration with a Marketing Track, Bachelor of Arts in Russian Studies

EXPERIENCE

CHROME Federal Credit Union - VP, Chief Marketing Officer

Washington, PA | August 2016 – January 2017

- Responsible for the blog, social media, website, direct mail, email, newsletters, in-store displays, as well as internal communication.
- Focused on engaging existing customers, sourcing new vendors and creating a comprehensive yearly budget and marketing plan.
- Implemented Percolate, a marketing and vendor management program, to streamline communications, workflow and to ensure that the all internal and external creative was on brand.
- Successfully on-boarded a third party to manage and grow CHROME's social media channels. Developed a voice guide and set up a digital asset manager in preparation for vendor collaboration.
- Strategized mergers with other credit unions and on-boarded their customers. Headed the effort to minimize inconvenience for customers when a series of ATM's were removed from their network.
- Bridged our online and in-store experiences by rolling out themed displays throughout the store.
- Lead the CHROME care (our customer service) team in expanding the RAK program to better connect with our customers.
- Doubled the social followers on Facebook and Twitter.

Gateway Health – Sr. Digital Marketing Analyst

Pittsburgh, PA | February 2016 – August 2016

- Brought on to implement a digital marketing program throughout the organization.
- Working with IT and a vendor to do a complete website overhaul and implement a CMS system.
- Integrated a marketing automation software to streamline campaigns and enrollment process.

UPMC - Digital Marketing Specialist II - Social Media

Pittsburgh, PA | February 2014 – February 2016

- Increased Facebook fan base from a little over 10k to over 60k within a year.
- Digital lead for the Medical Mondays campaign, where the landing page had a low bounce rate of ~50%.
- Responsible for providing strategic guidance for all UPMC social media channels, as well as implementing and maintaining software for social listening and publishing. Oversee social promotion budget.

- Implemented an editorial process for the HealthBeat blog. Responsible for developing content. Successfully increased organic traffic to the blog, earned top 10 ranking spots for over 60 articles, as well as featured in the answer box.
- Manage the distribution of the blog content through email, paid social ads, native advertising and outreach.
- Owned the relationship with our vendor for infographics and social assets, as well as social tools and strategic partner.

Tucker Rocky Distributing/Biker's Choice – Content Lead

Dallas Fort-Worth, TX | January 2013 – October 2014

- Completed a competitive audit to identify the immediate and long-term digital needs for Tucker Rocky to distinguish themselves from their competitors.
- Produced a social media strategy to implement across Facebook, Pinterest, YouTube and Twitter to drive engagement with their customers.
- Formulated and created a digital database of products for BikeMaster to be implemented on the website and for print catalog production

Buzzhoney, - Content Specialist

Pittsburgh, PA | June 2010 – September 2013

- Developed approach and processes from the ground up for a new content marketing initiative and led the team in the planning and development of content
- Created and optimized editorial content, as well as product information and their taxonomy for a retail client's website
- Managed a team of designers, developers and copywriters to execute and launch websites, including a major redesign for a retail client
- Executed competitive research and strategized to win 5 new accounts and projects from clients
- Played a variety of roles on projects, including Account Manager, Project Manager, Social Community Manager, Content Strategist, as well as working closely with other subject matter experts to develop requirements, project plans, wireframes and designs

Giant Eagle, Inc. - Digital Consultant

Pittsburgh, PA | September 2010 – April 2012

- Developed new content for GiantEagle.com, MarketDistrict.com, Get-Go.com by working closely with agencies and Lines of Business to plan and execute online campaigns to promote seasonal offerings, in-store events, departments and new products
- Managed the workload of 3 designers and front-end web developers to maintain the 3 websites with up-to-date content
- Tracked traffic and success of executed campaigns on the website Worked closely with vendors and the Giant Eagle IS team to further develop the eOffers (digital coupons) program
- Updated Giant Eagle and Market District Facebook and Twitter profiles on a daily basis to promote weekly specials and interact with fans

SKILLS

Fluent in Russian

Project Management

Digital Strategy

Search Engine Optimization

Content Management

Social Media Marketing

Content Strategy

Web Analytics

Website Design