

Julia M. Carvalho

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Summary

- Experience in developing and executing high impact digital marketing and social media campaigns
- Expert knowledge in Wordpress, Google Adwords, and Search Engine Optimization (SEO)
- Advanced communication skills relating to Customer Reputation Management (CRM)
- Certified in Google Analytics & Google Digital Marketing
- Fluent in Portuguese and Spanish
- Self-starter and team player
- Published a self-illustrated book, “Goodnight, Little Bird”

Education

Master of Business Administration (MBA) (Attending)

University of Central Florida | Orlando, Florida | 3.97 GPA

Graduation: Summer 2021

Bachelor of Science in Hospitality Management

Minor: Mass Communications

Summa Cum Laude | President’s Honor Roll | 4.0 GPA

Rosen College of Hospitality Management | University of Central Florida | Orlando, Florida

Graduation: Summer 2020

Computer Skills

MS Office Suite, iWork Suite, Wordpress, SquareSpace, Wix, Mailchimp, Etsy, Workamajig, Asana

Marketing Softwares

Google Analytics, Google Ads, Bing Ads, Google Search Console, Screaming Frog, Moz, SEMRush

Experience

Founder

05/2020 – Present

Beyond My Fence (E-commerce Website), Lake Mary (Orlando), Florida

<https://www.etsy.com/shop/beyondmyfence>

- Perceiving a market opportunity, developed and implemented successful e-commerce business concept, branding, logo, and copy
- Use keyword research for search-engine optimization (SEO) to drive website traffic
- Generate on average more than 5,000 views and 2,000 visits to web shop page per month
- Fulfilled over 1,000 orders from customers around the world
- Conduct market research and develop new product launches by surveying past and potential customers, utilizing polls, data and trend analysis, and consumer perceptions as measurements

- Build customer relationship through social media (Instagram, Facebook, and TikTok), CRM, and online reviews optimization
- Maintain customer relationships by managing online reviews through CRM

Copywriter

08/2019 – Present

Evök Advertising, Lake Mary (Orlando), Florida

- Execute creative concepts that are on-strategy for brands across all media channels
- Partnering with Media Director, develop digital and traditional campaigns according to client’s requirements and budgets
- Write long-form blogs for various industries, including: finance, healthcare, travel & tourism, CPG, and food service
- Develop original and engaging social media captions for clients & conduct research for rising trends
- Created a radio jingle for Miller’s Ale House holiday campaign

Junior SEO Strategist

03/2019 – 08/2020

Hit or Click Marketing, Oviedo (Orlando), Florida

- Executed digital marketing strategies (SEO, Google Adwords, keyword research, etc.)
- Collaborated with marketing staff in the development and production of visual content (Blog graphics & Mailchimp Campaigns)
- Identified social media opportunities and develop an actionable plan for execution
- Recommended and develop strategies for growing and leveraging social media following for clients using promotions, contests, polls, ads, and surveys

Marketing Intern

08/2018 – 06/2019

Chick-fil-A, Chick-fil-A Lake Mary Blvd, Lake Mary, Florida

- Reported to Franchise Marketing Director & plan and promote events and activities
- Took high-quality pictures at events to use as social media content
- Created phrases for marquee in front of restaurant to encourage driver’s try new menu items
- Collaborated with Marketing Director to ensure an event for over 100 attendees ran smoothly resulting in increased sales for the restaurant