

JULIE E. MCMEEKIN

PROFESSIONAL EXPERIENCE

THE JRT AGENCY, Farmington Hills, MI

Account Supervisor, July 2018 - January 2022.

Working with automotive client, their agency partners and their trade association partners on a variety of digital and print projects. Engages creative, media, broadcast, social and digital teams to ensure deliverables are met. Analyze project production in terms of project complexity, priority, pricing and deadline. Work on multiple projects simultaneously, balancing a large volume of projects at varying stages of completion, while ensuring current job status is regularly communicated to internal and external team members. Participate in project kickoff meetings, project scope assessment and allocation of resources. Create campaign briefs, project briefs, creative amendments.

- Manage client marketing relationship that meets strategic objectives within defined budget parameters ranging from \$3K to over \$500K

DUFFEY PETROSKY, Farmington Hills, MI

Management Supervisor, September 2015 - March 2018.

Working with clients on a variety of projects using both traditional and digital marketing. Engages creative, media, broadcast, and digital teams to ensure deliverables are met. Analyze project production in terms of project complexity, priority, pricing and deadline. Work on multiple projects simultaneously, balancing a large volume of projects at varying stages of completion, while ensuring current job status is regularly communicated to internal and external team members. Participate in project kickoff meetings, project scope assessment and allocation of resources. Create campaign briefs, project briefs, creative amendments.

- Manage client marketing relationships that meet strategic objectives within defined budget parameters ranging from \$15K to over \$2M
- Review and work with digital and media teams to provide weekly, monthly, and yearly reports. Review GA when necessary to help with any issues and ensure media is running smoothly and as planned

CU SOLUTIONS GROUP, Livonia, MI

Creative & Operations Director, April 2011 - September 2015.

Leading the creative team and acting as liaison between the designers, writers, project managers and vendors facilitating project creation. Routes layout, copy, proofs, and other project elements to obtain approvals and for production. Analyze, assist in development, and evaluate departmental budget, pricing, productivity and profit margins on a regular basis. Analyze project production in terms of project complexity, priority, pricing and deadline. Assign and oversee projects, distribute workload efficiently, address bottlenecks, and expedite rush jobs without affecting other jobs in process and ensure that all due dates and schedules are met. Work on multiple projects simultaneously, balancing a large volume of projects at varying stages of completion, while ensuring current job status is regularly communicated to internal and external team members. Participate in project kickoff meetings, project scope assessment and allocation of resources. Ensuring the creative objectives outlined in the briefs are met. Resolve daily project issues among department staff.

- Responsible for maintenance and management of the relationship with print vendors
- Developed and implemented corporate brand standards for the Michigan Credit Union League, CUcorp, CU Solutions Group and Invest in America internal clients
- Spearheaded the creative team in order to ensure a seamless process for over 300 external clients and over 30 internal clients, equating to \$2.3M in revenue
- Recipient of the 2009 MCUL/CU Solutions Group Service Award for Team Builder
- Instrumental in shifting the department from a print shop that provided design to a marketing agency focused on emerging marketing tactics designed to meet the needs of the credit union industry
- Executed creative implementation of comprehensive traditional and digital marketing campaigns, designed to achieve client strategic goals while adhering to budget constraints and timelines
- Managed award-winning creative/production teams through the process of developing websites and designing digital, print, broadcast, as well as social media tactics
- Researched and implemented project management software throughout the marketing department
- Managed the implementation and integration of a print on demand system with print vendor and our existing CRM interface, after which a 45% increase in production was seen from 2012 to 2013

CUCORP, Livonia, MI

Creative & Production Manager, April 2004 - March 2011.

Creative & Digital Prepress Supervisor, September 1999 - March 2004.

Digital Prepress Operator, March 1995 - August 1999.

CAREER PROFILE

Committed and accomplished marketing professional with a strong creative mind who excels with creative concepts and has the ability to handle a fast-paced environment with diverse projects. Has experienced consistent advancement due to excellent performance and an ability to maintain relationships with key stakeholders and vendors. Confident, independent manager and decision maker with the ability to get the job done as a team player, while adapting quickly to change with a positive attitude. Detail oriented and extensively skilled in building customer loyalty, communication, decision-making, initiating action, as well as problem-solving. Proficient in both Windows and Macintosh environments.

AREAS OF STRENGTH

Account Management
Project Management
Vendor Management
Marketing Analytics
Digital Marketing
Trafficking
Creative Direction
Print Production
Comprehensive Campaigns
Corporate Marketing
Web Development
Strategic Direction
Brand Standards
Budgeting
Proofreading
Media Planning

EDUCATION AND DEVELOPMENT

2011 Graduate, Dale Carnegie

Bachelor of Fine Art in Graphic Design,
State University of New York at Purchase

CONTACT

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