

Julianne Lorbecki

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EDUCATION: TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA
Bachelor of Business Administration, Graduation: May 2015
Major: Marketing | Minor: Digital Marketing | GPA: 3.30

ACTIVITIES:

- Study Abroad, IFSA Butler, University of Westminster, Summer 2013
- Creative Director, Fashion and Business Club, Spring 2013 – Spring 2014

EXPERIENCE:

KIND Snacks, Philadelphia, PA

September 2014 – Present

University Ambassador

- Independently manage distribution of over 2,000 samples a month and vendor inventory on Temple University's campus for a health snack brand dedicated to doing the kind thing.
- Organize community outreach programs and events such as North Philadelphia block clean ups, yoga fitness events and capturing influential voices on campus for social media recognition.

QVC, West Chester, PA

May 2014 – September 2014

Online Marketing Intern

- Generated and managed daily sales and spending reports for over 10 comparison shopping engines (Google, Bing, Amazon etc.) for one of the leading e-commerce companies in the world.
- Created, managed, and presented monthly marketing report for top brands, products, and new names to each merchandising category in monthly integration meetings with over 20 people.
- Worked closely with the Affiliate, Paid Search, and SEO teams within the Online Marketing department and with outside analytics firms to cohesively market QVC brands and products.
- Established leadership role in company wide intern project to attract new customers using social media while still engaging existing customers, which was presented to various EVP's.

SKAI BLUE MEDIA, Philadelphia, PA

January 2014 – May 2014

Social Media Intern

- Managed, designed, and updated all company social media accounts and strategies for Skai Blue Media, a full-service public relations agency, and for Rakia Reynolds, the agency's CEO.
- Developed and implemented a student night at the Kimmel Center as well as marketed the event by contacting surrounding Philadelphia Universities, which lead to increased ticket sales.

SWEET ROSE STUDIOS, Blue Bell, PA

October 2013 – January 2014

Digital Marketing Intern

- Generated monthly analytics reports and managed SEO implementations using Google Analytics, Google Adwords, and Moz, an inbound marketing and SEO software, for various clients.
- Developed digital marketing strategies for small business' such as Staging Spaces Interior Design, which saw increased activity by 42% on their website and 59% on their social media accounts.

ADDITIONAL EXPERIENCE:

- HOSTESS, Limoncello Restaurant, November 2013 - Present
- CHILDCARE PROVIDER, Nanny, May 2012 – Present

SKILLS:

- Microsoft Office Suite, Adobe Photoshop, Wordpress
- Google Analytics, Google Adwords, Moz, Tableau 8.1.5, My SQL