

JULIE SMITH TURNER

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SUMMARY OF QUALIFICATIONS AND EXPERIENCE:

Organized, dedicated professional with 23 years of advertising and marketing experience including:

- Marketing and Communications Strategy
- Public Relations
- Media Relations
- Event Planning and Execution
- Internal and External Presentation Skills
- Graphic Design and Production
- Social Media and Blog Monitoring and Management
- Budget Management
- Award-winning Art Direction and Copywriting Skills
- Reliable Attention to Detail
- Creative Approaches to Problem Solving
- Flourish in Fast-paced Workplace
- Proficient in Macintosh and PC Platforms and Software
- Highly motivated and enthusiastic

WORDSMITH — MARCH 2011-PRESENT

Founded independent firm to provide copywriting, content and creative services. Currently work with Lexington Medical Center, Providence Hospitals and a number of local advertising and creative firms.

COPYWRITER, THE ADAMS GROUP — NOVEMBER 2002-FEBRUARY 2011

Core responsibilities include: Concept development, copywriting and content creation in all mediums for the agency's largest client, QS/1. Additional clients include Columbus Regional Healthcare System, Meadows Regional Medical Center, The Adams Group and prospective clients. Other clients have included Kershaw Health, Carolinas Healthcare System, South Carolina Oncology Associates, Lake Norman Regional Medical Center and a variety of southeast hospitals.

Web-related responsibilities include: online strategy; content planning and creation; SEO-optimized copywriting; and, ongoing development based on usage, goals and metrics. Expertise includes social media strategy and implementation; blog management, Facebook business pages; meaningful Twitter account management; and, investigation and use of emerging web applications. Provide second tier support for agency website and participate in site updates and light coding needs.

Other work-related projects have included restructuring agency workflow, interviewing prospective employees, employee enrichment activities, special event planning and execution, critiquing USC-student communications campaigns and new business pitches and presentations.

ART DIRECTOR, THE GILLESPIE AGENCY — JUNE 2000-OCTOBER 2002

Responsibilities included: Writing, graphic design and production of print and online communications for clients including Holmes Smith Development, Ducane (gas grills and HVAC systems), American Bar Association, SC Film Board, Southeastern Freight Lines and Providence Hospital.

DIRECTOR OF MARKETING AND COMMUNICATIONS, UNITED WAY OF ASHEVILLE AND BUNCOMBE COUNTY, ASHEVILLE, NC — JANUARY 1999-JUNE 2000

Responsibilities included: Concept, writing, design and production of printed materials including bidding and awarding of print jobs; public relations; media relations; and, special event planning and

execution. Annual events included citywide Day of Caring, annual campaign kickoff event, mid-point luncheon and post-campaign wrap-up celebration. Helped United Way staff plan and execute luncheons, dinners and events as well as created targeted materials for specific events and donor groups.

Created and implemented annual marketing and public relations plan. Managed and monitored budget and, in many cases, trimmed production expenses through design efficiencies and knowledge. Aided 15-20 participating, nonprofit agency partners with general and crisis communications. Rewrote, redesigned and created website to maximize content and usability. Recruited and assisted volunteer professional marketing committee from the local business community.

PRIOR WORK EXPERIENCE — 1988-1998

Art Director, The Gillespie Agency, Columbia, SC, May 1997-November 1998.

Art Director, Newman, Saylor & Gregory, Columbia, SC, October 1995-May 1997.

Specification Sales Representative, Mac Papers, Columbia, SC, October 1994-October 1995.

Art Director, The Adams Group, Columbia, SC, May 1992-October 1994.

Junior Art Director, C.C. Rigg's, Columbia, SC, May 1988-May 1992.

EDUCATION

University of South Carolina, Columbia, SC — B.A. in Journalism and Mass Communications - Advertising and Public Relations, 1992.

LEADERSHIP AND VOLUNTEER EXPERIENCE

Rockbridge Club

- Website and communications volunteer, 2010.

Harmony School

- Board member, 2008-09.
- Wrote monthly school newsletter, communications committee volunteer, 2008-09.
- Write and design monthly newsletter and manage website content and updates, 2010-11.

Volunteer art director/copywriter for Riggs Partners' annual pro-bono, 24-hour CreateAthon for nonprofits, 1998-99, 2001-03 and 2008-11.

City Year Serve-a-thon Steering Committee Member, 1997.

Columbia Appearance Commission (appointed by Columbia City Council), 1996-98.

- Vice-chair, 1997.
- Chair, 1998.

Columbia Communicating Arts Society (CCAS)

- Board Member, 1994-98.
- Secretary/Treasurer, 1995.
- President, 1996.
- Organizer of CCAS' inaugural InShow, an annual competition of advertising work, 1995.
 - InShow Secretary/Treasurer, 1995-98.
 - InShow Chair, 1997-98.

REFERENCES

Recognized by United Way of America for Professional Women's Philanthropy Program, 1999. Many local and regional Addy awards from the American Advertising Federation.

REFERENCES

Available upon request.