

## Julie A. Eaton

### EDUCATION:

**College of the Ozarks**, Point Lookout, MO

**Degree:** Bachelor of Science

Date Received: May 1998

**Major:** Mass Communications / Public Relations

**Minors:** Speech Communications and Business Administration

**Missouri State University**, Springfield, MO

**Degree:** Master of Arts, Communication

Date Received: December 2006

### EXPERIENCE:

**Ozarks Regional YMCA – (9 Branches), Director of Marketing**, Springfield, MO (October 2006 – Present)

Promote Community Awareness of the Ozarks Regional YMCA in our Communities through print, television, radio, community events and internet. Currently supervise three full time staff including graphic designer Coordinator, Multi-Media Specialist, Video Production Coordinator and Marketing Design Interns.

Coordinate all Local Marketing and PR  
Press Releases / Feature stories /Media Liaison  
Leadership Staff – Work Directly with Y CEO  
Coordinate with Young Staff / Mentor  
Demonstrate Share Y Mission & Values  
Work with nine Branch Executives & CEO  
Grand Opening Planning & Execution  
Supervise Web Development / Facebook  
Develop Relationships with Local Community  
Crisis Communications Training  
Write/Direct and Produce Television/Radio spots  
Work with Corporate Board of Managers/Volunteers  
WIX Website Design and Management (5 Sites)

Create Promotions and Materials to Support  
Budget for Department  
Special Events / Fundraisers / Benefit Auction  
Supervise and Direct Full-time Team Members  
Direct Training on Branding Compliancy  
Mentor Young Program Directors and Staff  
Create Web/Branding Task Force  
E-Blast Communications w/WIX  
Consistent Branding of the Y  
Negotiate and place Media buys  
Rock N 'Ribs Management Team  
Write/Develop Y Annual Report  
Facebook Management (14 Pages)

**Rock 'N Ribs Management Team and Executive Committee**, Springfield, MO (2011- 2019)

Advertising & Entertainment

**Eaton & Associates Marketing and Advertising, LLC**, Springfield, MO (December 2005 – Present)

Owner/Operator – Agency of record for clients to provide marketing/PR campaign design & execution.  
“For Your Life” Registered Trademarked Program      Television / Radio / Social Media / Websites

**Wendy's of Missouri, Inc. (23 Stores)**, Vice President of Marketing (October 2004 – October 2006)

Marketing Director, Springfield, MO (April 2001 – October 2004)

Adoption Series, “For Your Life” (Springfield, Columbia/Jefferson City/Joplin, & Kansas City)

Coordinate Local & National Advertising Pillars and Marketing Mix with Franchise,

Co-op and Wendy's International

Events and Press Conferences

Budget Department

Analyze Sales Trends & Marketing Goals

Order P.O.P. & Menu-strips

Quarterly Newsletter

ORC International Research Data

Press Releases / Media Liaison

Crisis Communications

Community Relations

Media Relations/Buying/Placement

Plan, Organize and Execute Special Events

Planned Annual Recognition Event

Organize Media / Develop Company Talking Points

**KYTV3 NBC Affiliate, Research/Sales Promotions Coordinator, Springfield, MO (April 1999 – April 2001)**

Market Research & Analysis	Insider Newsletter Editor
Special Events/Sales Promotions	Nielsen Ratings Research & Trending
Create graphs/Presentations for Sales Team	Clients Need Analysis & Recommendations
Coordinates and Produces Spelling Bee	Oral and Written Communication in Many Capacities
Adobe PageMaker/Photoshop/Illustrator	T.V. Works/Marshall Marketing/Microsoft Office
Planned and Produced KY3 Talent Show	Produced Local PSA's

**Branson's Review Magazine, Editor, (July 1998 – April 1999)**

**Branson Graphics and Marketing, Inc., Communications Director**

Utilize Quark Programs for Copy	Create Themes and Story Ideas
Assign Stories & Photographers	Layout Magazine Page Format
Compose Branson Biz Newsletter	Compose Stories & Edit Content
Create Branson's Review Bulletin!	Write Resumes & Cover Letters
Write Copy for Brochures	Create Marketplace Ads

**KYTV3 NBC Affiliate, Communications & Marketing Internship, Springfield, MO (May 1997 – August 1997)**

Planned and Organized the KY3/Culligan Ozark Empire Fair Talent Show  
 Designed Web Sites for KY3.com and One-Sheet Advertising for the Sales Division  
 Published a Sales Newsletter for KY3 Utilizing Page Maker and Word  
 Coordinated KY3 for Kids Activities Including Story breaks and Additional Events  
 Produced On-Air Public Service Announcements

**College of the Ozarks, Public Relations, Point Lookout, MO (January 1997 – May 1998)**

Arrange Coach Tour Operations, Including Scheduling, Computer Entries and Organization  
 Compose Press Releases & News Stories on Behalf of the College  
 Demonstrate Interpersonal Skills with Staff and General Public  
 Working with Publications for the College such as; Announcements, Brochures and Newsletters  
 Organized Banquet/Convocation Activities for Lady Margaret Thatcher and Mrs. Elizabeth Dole

**Silver Dollar City, Inc., Apprentice Candy Maker/Lifeguard II, Branson, MO (April 1993 - December 1998)**

Merchandising / Candy Maker	Customer Service
Attractions, Ride Attendant Lifeguard II	Cash Handling

**Marriott Management Services, Cat's Den Manager, College of the Ozarks, Point Lookout, MO (1994-1996)**

Hire and Train Student Staff	Order and Inventory of Products
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**Marriott Management Services, Student Manager, College of the Ozarks, Point Lookout, MO (1994-1998)**

Catering Student Manager	Cafeteria Student Manager
Supervise 120 Students	Scheduling of Students
Opening and Closing Procedures	Training of Students
Prepare and Organize Special Events	Safety and Sanitation

**College of the Ozarks Student Organizations**

Students in Free Enterprise – SIFE National All-Star	Mass Communications Club – President
Business Undergraduate Society – Member	Pep and Jazz Band
Student Council	

**COMPUTER SKILLS:** Proficient in Adobe Creative Suite Software and Microsoft Professional including, but not limited to:

InDesign	Illustrator	Photoshop	Premiere	Adobe Acrobat
Word / Excel	Outlook	PowerPoint	WIX	Asana / Trello