

# Julie A. Eaton

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## EXECUTIVE PROFILE

Strategic marketing and communications executive with 25+ years of leadership experience in brand strategy, public relations, crisis communications, institutional visibility, and community engagement across broadcast television, nonprofit leadership, higher education partnerships, franchise operations, and agency management.

Proven success leading multi-department teams, enterprise-wide branding initiatives, executive communications, and research-based marketing strategies that drive growth, strengthen public trust, and align communications with organizational mission and long-term goals.

## CORE COMPETENCIES

- ❖ Strategic Communications
- ❖ Executive Leadership
- ❖ Brand Management
- ❖ Public Relations
- ❖ Media Relations
- ❖ Crisis Communications
- ❖ Community Engagement
- ❖ Team Leadership
- ❖ Budget Management
- ❖ Digital Strategy

## PROFESSIONAL EXPERIENCE

**Director of Marketing & Community Relations - Nexstar Media Group – Springfield, MO -**  
(FOX 49, KOLR 10, KOZL, OzarksFirst.com & Digital platforms) / June 2024 – Present

**Marketing Research Manager** (Recruited by Nexstar in 2022) June 2022 – June 2024

Lead strategic marketing, branding, public relations, executive messaging, and community engagement across multiple broadcast and digital platforms. Partner directly with executive leadership to position the stations as trusted market leaders across the Ozarks.

- ❖ Recruited by Nexstar in 2022 to lead research analysis, ratings strategy, sales support, and revenue-driving marketing initiatives across the station group
- ❖ Promoted in 2024 to Director of Marketing & Community Relations based on leadership performance, strategic impact, and executive collaboration
- ❖ Direct enterprise-wide marketing, communications, branding, media relations, executive announcements, and reputation management across television, digital, and community platforms
- ❖ Manage campaign planning, budget oversight, audience development strategies, community partnerships, and long-term brand positioning
- ❖ Build executive presentations, client sales packages, attribution reporting, one-sheets, and strategic selling opportunities for leadership and the sales team
- ❖ Provide research-based market intelligence using Nielsen, ComScore, Scarborough, Kantar, Prime Lingo, RAM, and Analytic Owl to support ratings growth and revenue strategy
- ❖ Support the General Manager, Director of Sales, and executive leadership with strategic planning, market positioning, ratings analysis, and long-range growth initiatives

**Director of Marketing - Ozarks Regional YMCA – Springfield, MO**

(10 Branch Locations) / October 2006 – June 2022

Directed all marketing, communications, branding, fundraising support, and public relations efforts across ten branch locations while working directly with the CEO and executive leadership team.

- ❖ Led strategic marketing, public relations, and branding initiatives supporting membership growth and donor engagement
- ❖ Managed department budgets and supervised full-time staff including designers, web leadership, and membership teams
- ❖ Directed crisis communications, media relations, executive communications, and fundraising support initiatives
- ❖ Planned grand openings, benefit auctions, fundraising events, and major community partnerships
- ❖ Maintained enterprise-wide branding standards and digital communication strategies across all locations

## **President / Owner - Eaton & Associates Marketing & Advertising, LLC – Springfield, MO**

December 2005 – Present

- ❖ Provide executive-level marketing, advertising, public relations, and strategic consulting services for regional clients across multiple industries.
- ❖ Lead brand development, executive messaging, integrated marketing strategy, and long-term growth initiatives across television, radio, digital, print, and social media platforms
- ❖ Manage full creative process from concept development through execution for video production, television commercials, interview segments, radio production, and promotional campaigns
- ❖ Design digital and print advertising materials including brochures, newsletters, magazines, sales collateral, presentations, and branded marketing assets using Adobe Creative Suite
- ❖ Develop and manage client websites using both WIX and WordPress, ensuring strong brand consistency, functionality, and audience engagement
- ❖ Create and execute crisis management plans, public relations strategies, and reputation management communications for businesses and organizations

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## **Vice President of Marketing / Marketing Director - Wendy's of Missouri, Inc. – Springfield, MO**

April 2001 – October 2006

Led enterprise marketing strategy for 23 franchise locations across multiple Missouri markets while coordinating local and national advertising initiatives with franchise ownership, co-op partners, and Wendy's International. Served as a senior leadership team member responsible for revenue growth, brand positioning, public relations, executive communications, and community engagement.

- ❖ Promoted from Marketing Director to Vice President of Marketing based on leadership performance, strategic growth, and operational impact
- ❖ Directed annual marketing plans, departmental budgets, and multi-market campaign execution aligned with revenue goals and franchise expansion
- ❖ Managed local and national advertising strategy, media buying, promotions, and brand compliance across all 23 store locations
- ❖ Led executive communications, crisis management planning, media relations, and company messaging for both internal and public-facing initiatives
- ❖ Coordinated franchise marketing strategy with Wendy's International, franchise partners, and co-op leadership to maximize market performance
- ❖ Planned and executed major press conferences, recognition events, special promotions, and community partnerships that strengthened brand visibility and customer loyalty
- ❖ Utilized ORC International research data and sales trend analysis to evaluate market performance and guide strategic decision-making

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## **EARLIER CAREER HIGHLIGHTS**

KYTV3 NBC Affiliate | Branson Graphics & Marketing | Branson's Review Magazine | College of the Ozarks | Silver Dollar City / White Water | Marriott Management Services

- ❖ Early career foundation in media, research, publishing, higher education communications, operations leadership, and large-scale event management.

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## **EDUCATION**

**Missouri State University – Springfield, MO / Master of Arts – Communication**

**College of the Ozarks – Point Lookout, MO / Bachelor of Arts– Mass Communications / Public Relations**

Minors: Speech Communications / Business Administration

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## **TECHNICAL TOOLS**

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|-----------------------|------------------------|--------------------|-----------|
| ❖ Nielsen/Scarborough | ❖ WordPress            | ❖ Microsoft Office | ❖ Asana   |
| ❖ ComScore            | ❖ WIX                  | ❖ KATZ             | ❖ Waymark |
| ❖ TVB                 | ❖ Second Street        | ❖ Trello           | ❖ JotForm |
| ❖ Kantar              | ❖ Adobe Creative Suite | ❖ RAM Research     | ❖ Canva   |
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