

Julie A. Eaton

EDUCATION:

College of the Ozarks, Point Lookout, MO

Degree: Bachelor of Science

Major: Mass Communications / Public Relations

Minors: Speech Communications and Business Administration

Missouri State University, Springfield, MO

Degree: Master of Arts, Communication

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

Budget Department

Order P.O.P. & Menu-strips

ORC International Research Data

Crisis Communications

Media Relations/Buying/Placement

Planned Annual Recognition Event

Events and Press Conferences

Analyze Sales Trends & Marketing Goals

Quarterly Newsletter

Press Releases / Media Liaison

Community Relations

Plan, Organize and Execute Special Events

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