JULIA GROSVENOR

Graphic Designer

julia8grosvenor@gmail.com

Human SPECIES

juliagrosvenor.design WEBSITE

(206)7074931

PHONE

Work History

West Region Graphic Design Lead & Workflow Coordinator

D.R. Horton

Kirkland, Wash.

Oct 2019-Present

- Designing creative for 11 west region sales divisions for digital and print marketing
- . Implementing new project management systems and automations across departments, streamlining intake, progress tracking and communication.
- Working with a creative team developing new campaigns and marketing strategy

Creative Content Manager

Data Science Dojo

Redmond, Wash. April 2018-Oct 2019

- · Redesigned + managed company websites
- Daily assistance in sales, customer service, marketing, graphic design
- · Developed a chat bot to collect leads and answer common visitor questions
- Implemented strategy to increase office sustainability and philanthropy, including office competitions and designing an employee donation matching program

General Manager

PLU MediaLab

Tacoma, Wash.

Sept 2016-Dec 2018

- Produced client projects: graphic design, style guides, promotional videos, photography, advertising, events, social media, web design, and documentaries.
- Managed student employees, client communication, project workflow, planning classes and client assignments

Marketing Communications Intern

Friendly Water for the World Olympia, Wash. June 2017-Sept 2017

- · Social Media Strategy: designed educational media guide for small non-profit
- Graphic Design: promotional material for print & digital

Digital Media Intern

OMH Creative

Tacoma, Wash.

June 2017-Aug 2017

- Web Design: updates, redesigns and transfers of blog and e-course sites
- Digital Content Management: edited website content, blog and social media
- Marketing Strategy: compiled market research to plan campaigns

Skills & Proficiencies

- Photoshop, Illustrator, InDesign, After Effects, Premiere, Acrobat, etc.
- CSS, HTML, (Beginner) Javascript
- O Dreamweaver, Wordpress, Wix, Squarespace, Weebly
- Google Analytics, Facebook Ads, HubSpot, Moz, Hotjar, JotForm
- Asana, Monday, Microsoft Teams
- Google Drive, Creative Cloud, Microsoft Office
- O (Beginner) Japanese, (Beginner) ASL

Education

Pacific Lutheran University

B.A.C. Communications - PR & Advertising **B.A. Environmental Studies**

Inglemoor High School

Marketing, Sustainable Engineering & Design, DECA, Yearbook, Creative Writing Club

Volunteer XP

Environmental Steward Green Shoreline Partnership Shoreline, Wash.

July 2021

Student Grant Reviewer DJS Award (PLU)

Feb '16-May '19 Tacoma, Wash.

Campaign Volunteer ST3 Mass Transit Now!

Oct '16-Nov '16 Bothell, Wash.

Muralist

Feb '15-May '15

Northshore School District Bothell, Wash.

Projects & Other XP

Game Designer

"Greenhou\$e" (2019) - Simulation Card Game

- · Researched and designed a card game that models climate change from the perspective of capitalist industry
- · Used digital marketing, social media, google ads and analytics tools to generate over \$1,300 worth of sales
- · Wrote papers and gave presentations to discuss research and implications from multiple scholarly disciplines

Story Editor + Producer

"A World of Difference" (2018) - Documentary Mini Series

- · Film Production: conducted interviews, shot footage, synthesized story, edited audio + video, scripted narration
- Promotion: executed campaign for release of series, involving print & digital materials, e-marketing
- 2 Emmy Nominations, NATAS Northwest Student Production Award for Long Form Non-Fiction











