

PROFILE: HIGH-LEVEL EXECUTIVE MANAGER

Highly credible, dependable professional leader with 15 years of results in Existing and New Market Development, Team Building, Client Management, Project Management and Customer Service and Support.

Account Management

Lead cross-functional teams to increase client ROI with a **focus on new client acquisition and long-term retention**.

P & L Management

Broad operational and P&L leadership in startups to **multi-million dollar companies**. Outstanding performance reviews at several positions. Department staff management from 3 to 50 people.

Project Management

Developed detailed project/chart timelines with major milestones to be accomplished and monitored weekly, monthly and quarterly to ensure **on-time delivery and within-budget results**.

Marketing Development

Designed and managed aggressive sales-focused and customer service development programs with **results-oriented focus** on high quality benchmarks.

People Development

Developed both individual and team-oriented goals and objectives – with **personal ownership** of areas of responsibility at all levels of the organization. Heavy communication implemented both “up and down” the corporation.

PROFESSIONAL EXPERIENCE

ENNIS JULIAN CONSULTING, North Carolina and Nevada

November 2007-Present

President

Lead teams to create, analyze, adjust and improve marketing strategies for business owners throughout the United States to reach their target markets and convert them into paying customers by improving online and offline presence, overall branding and ROI.

Challenge: Develop from ground zero - Creation and operation of new online and offline marketing company to fulfill a need in conceptualizing and running effective marketing campaigns for online and brick and mortar business owners with an eye toward top notch customer service and attention to budget. **Over 200 new clients were acquired with major account penetration (and loyalty).**

Internet Marketing - Developed and implemented aggressive online marketing plans to increase client sales including but not limited to website design, redesign and ongoing maintenance, social media channel exposure, search engine optimization (organic SEO and PPC) and email and text blasts for new customer acquisition and existing customer retention. **Average sales growth of 50% in the first 6 months with a continual 10-30% growth per 6-month period.**

Branding – Creation of all graphic and print material to introduce startups to the marketplace and freshen existing company images including logo design, brochures, business cards, promotional materials, media buys and creation of social media pages and event exposure.

Events – Plan and execute both online and offline events (both trade shows and corporate events) for client exposure including scouting venues, negotiating rates, advertising, strategizing timing and new prospect attendance.

Customer Service Focus - Developed and implemented a comprehensive customer support offering – Including 24 hour, 7 day technical support.

Ennis Julian

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AMLAND PROPERTIES, Las Vegas, NV

June 2003 – October 2007

Vice President, Marketing

Managed daily Marketing team operations for Real Estate Development Company focused on luxury high rise and premium lakefront properties selling for \$500,000 – \$4.2 Million. Heavy interaction with international investors.

Challenge: Develop and grow exposure and sales of a new target market of luxury condominiums and high end lakefront homes.

Marketing Development - Developed and implemented an aggressive sales/marketing business plan identifying new target markets - with customized sales/marketing programs for each segment. Utilized internet, direct mail, collateral, industry-specific literature and telemarketing campaigns. **Sold 100 luxury condo units, 30 mid-rise condo units and several multi-million dollar homes in a down market.**

MONTECITO COMPANIES, Las Vegas, NV

January 2000 – June 2003

Vice President, Marketing & Communications

Managed a team of marketing professionals to increase exposure to lease commercial properties in multi-use developments to established private and chain retailers for startup company. Ensured communication flows throughout all departments.

Challenge: Hire, direct, motivate, and focus a team of marketing specialists to achieve maximum property appeal to potential customers.

Organizational Leadership – Created intranet corporate and departmental structures to ensure communication throughout all company channels.

People Development/Team Building – Incorporated sales staff input into direct targeted marketing campaigns aimed at large retailers such as Starbucks, Home Depot, Kohls and Applebees as well as small privately owned businesses.

Results – **Leased 95% of a 60-acre retail and office development and 80% of a newly built 200-acre mixed use development.**

TEACHING

Strategic teacher and coach for hundreds of students worldwide in a variety of programs to train in all aspects of online marketing including affiliate sales, search engine optimization, website development and social media to maximize Google results and customer conversions.

Digital Worth Academy, 2019

Constant Profits Club, 2018

Rankings Institute, 2017

EDUCATION

Bachelor of Fine Arts – Milwaukee Institute of Art and Design

AAS in Histotechnology – Medical Institute of Minnesota

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CERTIFICATIONS

Google AdWords Certified – Google

Google Analytics Certified - Google

Certified SEO Professional Internet Marketer – SEO in Practice

VOLUNTEER WORK

Lake Lure Newcomers Club

President, Board of Directors

2016-Present

Organize teams to create and carry out monthly events and club member activities. Increased membership from 200-300 members in first 6 months.

Project Linus Western North Carolina

Buncombe County Contact, Social Media Manager

2011-Present

Facilitate processing of 400-600 handmade blankets per month with a team of 100 volunteers to be delivered to local children in need. Increase volunteer participation through online media channels and vendor events.