

Julie E. Kraus

Profile

- Demonstrated record of managing and optimizing social media pages based on brand personalities and capitalizing on opportunities to show relevance through cultural trends.
- Accomplished digital marketing coordinator, proficient in Microsoft applications and online scheduling platforms, with proven skills in managing a business's online presence, especially social media.
- Exceptionally strong problem solving, task management, communication and content management skills.

Experience

Chick-fil-A - Forest Hill/Bel Air, MD

January 2019–Present

Shift Supervisor/Team Leader, January 2019–Present

Supervised various teams ranging from 15 to 20 team members in all areas of front and back operations of the restaurant. Managed the security of deposits and tills. Train new team members in customer service and operational skills. Direct team members in daily tasks to improve and maximize productivity. Ensure that all team members and guests have positive experience by strong communication and interpersonal skills.

K&B Bridals - Bel Air, MD

November 2018–April 2019

Bridal Stylist

Analyzed and managed bridal appointments to ensure the bride and guests received exceptional experiences. Provided insight on gown details and styles, giving the bride enough information to make her decision.

GKV - Baltimore, MD

January 2018–July 2018

Assistant Account Executive

Managed multiple social media platforms for several companies. Created and managed editorial calendars, publishing content that would strengthen the company's position, engage audiences and build communities. Spearheaded content and copy creation for upcoming month's calendar. Used spreadsheets to capture and document social media growth, pulling information from social listening platforms and social media platform analytical pages. Stayed ahead of current social trends, marketing techniques, and tech innovations to ensure effective content that achieves the team's goals.

Lauren Niles Events - Towson, MD

February 2016–October 2017

Assistant Event Coordinator

Assisted in the full cycle of the wedding planning process. Created initial contact with new vendors, gaining insight on their processes and prices. Aided in social media content creation and publication. Maintained guest lists and day of timeline. Provided support throughout set up and take down processes of wedding day.

Education

Towson University

Honors & Activities

Bachelor of Science, Mass Communication, May 2017

Minor in Business Administration

Track in Public Relations

Mass Communication Communications Studies Outstanding Senior Award, 2017

TU Thinks Pink, 2013-2017

Relay for Life, 2013-2017

Scuba Certification, 2015