



I'm a **senior marketing leader** and daily problem solver with over 12 years of experience shaping brand narratives and driving integrated marketing campaigns across Tech, CPG, and Sports. With 6 years of B2B and 6 years of B2C under my belt, I'm known for my organization and collaboration in shaping impactful, data-driven strategies that connect with global audiences. I want to bring my expertise in go-to-market planning, cross-functional teamwork, and creative storytelling to an innovative company where cultural relevance is key. For me, success comes from working with talented people who aren't afraid to challenge the norm and push the envelope.\*

*\*Not written by AI*

## Let's chat

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## Experience

### Account Director

Apr 2019 - October 2024

*Monks in Los Angeles*

- **Global Campaign Development** - Directed multi-region campaigns for technology and CPG clients, ensuring culturally relevant strategies through early briefing processes and regional insights integration. Successfully launched campaigns in EMEA, LATAM, and APAC markets.
- **Strategic Collaboration** - Partnered with creative, social, publicity, and product marketing teams to define and align campaign strategies, ensuring global resonance and local execution.
- **Brand Strategy** - Led go-to-market strategy, full funnel comms plan and strategy development for retention and growth initiatives via digital channels.
- **Innovative Problem-Solving** - Conceptualized creative toolkits for cross-functional teams to ensure cohesive execution, contributing to a 15% increase in campaign efficiency.
- **Team Development** - Led cross-functional marketing teams in developing go-to-market strategies for CPG and tech brands, ensuring brand positioning and campaign effectiveness across markets.
- **Budget and Resource Management** - Optimized team, managed budgets, financial goals, vendors, and resources to ensure project efficiency and cost-effectiveness.

### Account Supervisor

Jun 2018 - Dec 2018

*EVB in Oakland*

- **Live Events Leadership** - Spearheaded campaign strategy for live product launch events, integrating experiential marketing and digital engagement to maximize audience reach. Achieved a 67% in-store recall rate and an 18% increase in purchase intent.
- **Data-Driven Insights** - Leveraged analytics to refine campaign tactics, driving engagement across markets. Led a regional marketing task force to adapt strategies for cultural relevance.
- **Adaptation to Market Trends** - Stayed informed of industry trends to identify opportunities and innovations that enhance client strategies.
- **Data-Driven Insights** - Used analytics to assess campaign performance, make adjustments, and improve future outcomes.
- **End-to-End Project Management** - Handled project timelines, deliverables, and team coordination to ensure flawless project delivery.
- **Cross-Functional Leadership** - Worked closely with external stakeholders and internal teams to execute innovative media tactics that scaled across regions.

### Senior Account Executive

Dec 2016 - Jun 2018

*Baker St. Advertising in San Francisco*

- **Results-Oriented Mindset** - Maintain and advance a strong understanding of holistic marketing and advertising, focusing on customer-first, omni-channel strategies, and people-based targeting for CPG and Vehicle brands, reporting directly to the president.
- **Cultural Trends Integration** - Designed campaigns rooted in regional insights and audience behaviors, aligning brand messaging with cultural nuances.
- **Strong Communication** - Consult with clients to understand their business objectives and marketing challenges, advising on data strategy, business analytics, and media execution.

## Achievements

### Cross-Channel Strategy

Spearheaded 360° cross-channel marketing strategy to develop a full-funnel channel plan rooted in consumer insights.

### KPI Driven Results

Managed multi-channel experiential and digital program, including custom video game development and IRL activation, resulting in a 67% in-store recall rate and an 18% increase in purchase intent.

### Team Leadership

Successfully led diverse teams in high-pressure environments, fostering collaboration and boosting accuracy and productivity.

### Budget Management

Saved brand upwards of \$20K annually by simplifying and streamlining an intricate email coding process, enhancing overall project efficiency.

## Core Skills

- Global Consumer Campaigns | B2B | Brand Marketing | Go-to-Market Strategy
- Cross-Functional Collaboration | Digital Strategy | Customer Acquisition and Retention
- Leadership and Mentorship | Multi-Million-Dollar Budgets
- Experiential | Live-Action Production

## Senior Account Executive

May 2015 - Dec 2016

*Doremus, San Francisco*

- **Adaptability and Problem-Solving** - Implemented systems of organization to ensure clear communication across work streams, analyzing client feedback and data to identify areas for improvement and implement actionable plans for tech brands.
- **Planning and Execution** - Collaborate with the media team to develop an international influencer strategy with both internal and external creative development.
- **Market Research and Consumer Insights** - Led qualitative and quantitative research programs to evaluate content and audience segments to define brand messaging and launch a new product.

## Jr. Client Strategy Manager

Jan 2014 - Apr 2015

*HERO Marketing in San Francisco*

- **Client-Centric Focus** - Responsible for managing internal processes, vendor relationships, leading agency and client meetings, and project budgets for health care, insurance, and CPG brands.
- **Strategic Growth Mindset** - Saved clients upwards of \$20K per year by working with a vendor to help simplify and streamline my clients' intricate email coding process and enhance overall project efficiency for healthcare and insurance industry clients.
- **Localization Strategy** - Transformed clients' review and feedback processes, creating unified templates for stakeholders across seven U.S. regions, reducing feedback turnaround time and cutting project costs.

## Account Executive

Jun 2012 - May 2013

*RPM in London, England*

- **Self-motivated and Directed** - Managed 8 vendors while overseeing the production of print, tech & artwork installment, prop sourcing, and lighting to coordinate the installation of multiple long-term interactive exhibits for Sky at the O2 Arena.
- **Multi-channel Campaign Execution** - Orchestrated a social and sampling campaign for a global CPG brand, engaging 500,000+ new customers and increasing brand followers by 150,000.
- **Budget Optimization** - Negotiated pro bono work for 95% of vendor locations, maximizing ROI for client campaigns.

## EDUCATION

### London's Global University

2012

*Event Management Postgraduate Diploma with Distinction*

### FIDM/Fashion Institute of Design and Merchandising

2008 - 2010

*Merchandise Marketing Associate of Arts Degree*