

JULIANNA CLARK

MARKETING SPECIALIST

Creative and detail-oriented marketing and graphic design professional with 6+ years of experience in digital marketing, content creation, brand development, graphic design, and event execution. Skilled at developing cohesive visual communications, managing projects from concept to completion, and coordinating events.

WORK EXPERIENCE

Marketing Specialist

PRO Software (*January 2021 - Present*)
1455 West Loop S, Ste 800
Houston, Texas 77027

Shapes and elevates the PRO Software brand through strategic planning, creative marketing, content development, and event execution.

- Digital marketing, email marketing, and content creation
- Print and digital advertising design
- Tradeshow planning, logistics, and marketing
- Large-scale graphic and booth design
- Webinar and Product/Sales marketing support
- Fundraising and sponsorship development
- Event branding, materials, agenda planning, and onsite coordination

Freelance Graphic Designer

Pinwheel Designs (*May 2020 - Present*)
Houston, Texas

Collaborates with individuals and organizations to bring creative ideas to life, tailored to each audience and occasion.

- Logo design and visual branding
- Custom invitations and event materials
- Custom product labels, packaging, and apparel design
- Event signage and promotional graphics
- Web design projects for visually cohesive digital experiences
- Project management from initial concept through final design

File Clerk & Office Assistant

PRO Software (*January 2016 - January 2021*)
9621 West Sam Houston Parkway N, Ste 125
Houston, Texas 77064

Gained valuable experience in organization, attention to detail, and professional office operations in a fast-paced environment.

- Managed and organized confidential client and employee information
- Handled sensitive documents with discretion and professionalism
- Assisted with day-to-day administrative and office support

CONTACT



(832) 248-4454



juliemclark927@gmail.com



Houston, Texas



linkedin.com/in/julianna-m-clark



www.Julianna-Clark-Designs.com

SKILLS

- Marketing Strategy & Campaign Development
- Digital Marketing & Content Creation
- Brand Development & Visual Communication
- Graphic Design & Brand Identity
- Web & UX Design
- Event & Conference Planning
- Tradeshow Marketing & Event Branding
- Sponsorship Development & Fundraising
- Project Management & Cross-Functional Collaboration
- Client & Stakeholder Relations
- Communication & Creative Problem Solving
- Organization, Time Management & Attention to Detail

APPLICATIONS

- Adobe Suite (Illustrator, InDesign, Photoshop, Acrobat)
- Microsoft Office Suite
- AI & Other Applications (Midjourney, ChatGPT, Veed, Hubspot)

EDUCATION

- Associate's Degree in Applied Science (Visual Communication - Graphic Design)
- Certificate in Graphic Design
 - Lone Star College System
 - Houston, Texas
 - August 2018 - May 2020