

JULIE ELOVER

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DIGITAL & SOCIAL MEDIA MARKETING SPECIALIST

Digital Strategy / Content Creation / Brand Engagement / Data & Trend Analysis

EDUCATION

UNIVERSITY OF MARYLAND, College Park, MD
Bachelor of Science (BS), Marketing

Graduating May 2025

- **Cumulative GPA:** 4.0
- **Relevant Coursework:** Marketing Research Methods; Managing People and Organizations; Oral Communication

RADFORD UNIVERSITY, Radford, VA
Major: Marketing; Minor in Expression

August 2021 – December 2023

- **RU Women's Lacrosse:** NCAA Division I Student Athlete; Class Leader; Big South Conference Presidential Honor Roll
- **Scholarship:** Highlander Distinction Scholarship
- **Relevant Coursework:** Social Media and Content Marketing; Principles of Marketing; Retail Marketing; International Marketing; Professional Selling; Consumer Behavior; Business Analytics and Information Systems; Creativity and Innovation

MARKETING & CONTENT CREATION EXPERIENCE

FAITH WACHTER CONSULTING, LLC, Elkridge, MD
Social Media Marketing Intern

June 2023 – Present

- Boosted client Instagram follower growth by 92.8% by leveraging targeted engagement with followers and aligned accounts
- Enhanced brand awareness and interactions by crafting engaging Instagram reels with Canva and compelling captions
- Implemented a consistent posting cadence using Loomly's content calendar
- Engaged with 100+ potential agency partners to prospect leads

JOHNS HOPKINS MEDICINE, Baltimore, MD
Marketing Intern – A Woman's Journey Program

October 2024 – December 2024

- Increased event visibility by updating 30+ calendar listings across multiple platforms, effectively boosting public awareness and attendance
- Executed targeted outreach by making over 200 calls to prospective sponsors and organizations, directly contributing to 150+ first-time attendees and a total of 500+ event participants
- Supported event logistics by coordinating with 20+ volunteers, creating assignment letters and ensuring smooth day-of operations

5FT VIEW CONSULTING, LLC, Kensington, MD
Digital Marketing Intern

February 2024 – May 2024

- Enhanced brand visibility and drove 30% month-over-month increase in Instagram followers by creating and implementing targeted digital media strategies with a core focus on short-form Instagram Reels
- Captured a 25% increase in follower engagement by creating captivating Canva Reels and crafting impactful copy with persuasive calls to action
- Ensured consistency in marketing initiatives to deliver a cohesive brand image
- Reviewed lead magnets to ensure accuracy and optimize the user experience, enhancing engagement and conversion rates
- Researched and applied for 10 small business grants to support marketing initiatives

FRESH PRINTS, LLC, Radford, VA
Campus Sales Manager

July 2023 – December 2023

- Produced \$8K in revenue by securing apparel deals with clubs, student organizations, and University sports teams
- Improved brand awareness by launching a dedicated Instagram account for Fresh Prints at Radford University
- Collaborated with 200+ design and operations staff to deliver creative, timely solutions for clients
- Ensured a world-class customer experience by coordinating all aspects of orders including consultation, design, pricing, and delivery logistics

LEADERSHIP & EXTRACURRICULAR ACTIVITIES**THE WOMEN'S NETWORK AT UNIVERSITY OF MARYLAND**, College Park, MD**February 2024 – Present****Marketing Committee Member**

- Create and schedule consistent monthly Instagram posts, increasing reach by over 200%
- Develop informative content using Canva that strengthens the Network's visibility, impact, and program participation

MORGAN'S MESSAGE AT RADFORD UNIVERSITY, Radford, VA**January 2022 – December 2023****Social Media Manager/Ambassador**

- Managed social media platforms, increasing engagement and promoting mental health awareness among student-athletes

GO FOR THE GREENS FOUNDATION, Orlando, FL**September 2022****Selected Mentee**

- Selected from 300 Radford University athletes to represent the school at Go for the Greens' premier Mentoring Experience event focused on women in business

ADDITIONAL WORK EXPERIENCE**SOUTH CAMPUS COMMONS**, *Community Assistant (September 2024 – Present)***CHILDREN ACHIEVING MAXIMUM POTENTIAL (CHAMP)**, *Respite Therapist (May 2021 – August 2023)***SEASONS PIZZA**, *Hostess/Cashier/Server (May 2020 – March 2021)***CERTIFICATIONS & PROFESSIONAL DEVELOPMENT****LINKEDIN LEARNING**, *Advance as a Digital Marketing Specialist (in progress)***ADOBE**, *Essential Skills in Adobe InDesign Professional Certificate (2024)***LINKEDIN LEARNING**, *InDesign 2024 Essential Training (2024)***HUBSPOT**, *Social Media Marketing Certificate (2023)***MICROSOFT**, *Microsoft Office Specialist (MOS): Excel Expert (2019)***TECHNICAL SKILLS**

Social Media: Instagram, TikTok, Facebook, LinkedIn, X (Twitter), Snapchat, Pinterest

Microsoft Office • Google Workspace

Canva • Loomly • Slack • Tableau • IBM SPSS • Adobe InDesign