

Julia L. Rulla

424 Lodgepole Drive | Prescott, AZ 86301

CONTACT

Cell: 218-390-1910



juliafrenchrulla@gmail.com



www.mousetaps.com



Julia French Rulla | LinkedIn



OBJECTIVE

Seeking full time remote administrative position providing flexibility to work from home in Arizona, but could travel to office as needed.

PROFESSIONAL DESIGNATIONS

St. Louis River Experience

President & Marketing Director

2015 - Present

Kiwanis Club

Communications Director

2017 - 2019

Positively Superior Magazine

Writer/Editorial Committee

2012 - 2015

Superior Business
Improvement District
Marketing & Promotions
2012 - 2015

REFERENCES

Available on Request

QUALIFICATIONS SUMMARY

- Independent, focused professional with attention to detail
- Time management and scheduling for optimal use of hours available
- Solid record of improving efficiency, productivity and profitability through process improvements & teamwork

RELEVANT SKILLS

- Advanced MS Word, Excel, PowerPoint & Publisher
- Intermediate skills using Adobe Creative Suite
- Graphic design, website creation & maintenance
- Project Examples (see samples: [Mousetaps Portfolio](#))
 - Media Kits, Annual Reports, Brochures, Newsletters, Business & Marketing Plans, Complex Spreadsheets

WORK HISTORY

- Marketing Consultant - 2015 - Present
- Sales & Marketing Director - Senior Care - 2009 - 2021
- Project Administrator - 2007 - 2009
- Training Specialist for Job Seekers - 2005 - 2007
- Marketing Systems Administrator - 2000 - 2005

EDUCATION

- Portland Community College - 2001 - 2004
 - Computer Classes Online
 - Web Design
 - Keys to Effective Editing
 - Business Writing
 - Database Management

Julia L. Rulla

424 Lodgepole Drive

Prescott, AZ 86301

Cell: 218-390-1910

juliafrenchrulla@gmail.com

PROFESSIONAL PROFILE

Dedicated business professional with expertise in Marketing, Technical Creative, and Administrative Management. I have earned a reputation as being detail-oriented manager with a record of improving efficiency, productivity and profitability through process improvements and teamwork.

KEY SKILLS

- Project Management
- Marketing Plans
- Business Development
- Relationship Building
- Database Management
- Graphic & Website Design
- MS Office & Creative Cloud
- Communication & Training
- Presentations & Publications

CORE COMPETENCIES

- Website and graphic design, creation and maintenance using various programs
- Manage community promotional events – on and off site - to maintain brand image
- Responsible for marketing expenditures and keeping costs within budget
- Create and manage business development through print, web, and social media platforms
- Point of contact to negotiate advertising contracts with radio, print and television vendors
- Incorporate company strategic goals to improve efficiencies within organizations
- Effective communication with board and committee members on all projects
- Consistent outreach efforts through Chamber events, community workshops, etc.
- Time management and scheduling for optimal use of hours available
- Advanced technical skills using complex spreadsheets, charts and graphs

EMPLOYMENT HISTORY

Chris Jensen Health + Rehab (Health Dimensions Group) Director of Sales & Marketing	2017-2019
Development Association - Superior, WI Marketing Consultant	2015-Present
Superior Business Improvement District - Superior, WI Marketing Consultant	2012-2015
Primrose Retirement Community - Duluth, MN Sales & Marketing Director	2009-2017
Med Search Network - Duluth, MN Project Administrator	2007-2009

EDUCATION

Portland Community College – Portland, Oregon

2001 - 2004

- Web Design
- Technical Writing
- Business Writing
- Keys to Effective Editing
- Database Management
- Instructional Design

PROFESSIONAL DESIGNATIONS

Kiwanis Club – Duluth, Minnesota

2018 – 2019

Board Member & Communications Director

- Engage community in Kiwanis mission
- Volunteer & sponsorship recruitment
- Annual auction Co-Chair
- Website maintenance, forms, all print material
- Weekly meetings and presentations to organizations

St. Louis River Experience – Duluth, Minnesota

2015 – Present

President & Marketing Director

- Assisted in forming 501(c)3 non-profit organization
- Volunteer & sponsorship recruitment & retention
- Volunteer and engage with all passengers during trips
- Marketing: Logo creation, website, forms, all print material and advertising
- Coordination of annual fund raiser and volunteer appreciation events

Positively Superior Magazine – Duluth, Minnesota

2012 – 2015

Editorial Committee Member

- Writer for bi-monthly articles for Superior Business Improvement District
- Attended monthly meetings to share ideas for magazine articles with Superior Chamber, City of Superior and business leaders in the community

Superior Business Improvement District – Superior, Wisconsin

2012 – 2015

Marketing & Promotions Committee Member

- Work closely with Board of Directors & Committee Members to create and promote holiday and special events for the City of Superior, i.e., Summerfest, Tower Avenue Festival, Spooktacular, etc.
- Responsible for all Marketing: Logo creations, website, forms, all print material and advertising. Negotiated costs for signage, print, T.V. and radio to stay within event budget
- Responsible for all material for Annual Meeting, including annual report (print & digital)

REFERENCES

Available on request.

Danielle Green

174 Highland Village Dr.
Duluth, Minnesota 55811
218.388.3315
dgreen318@yahoo.com



Profile

Dedicated, personable professional with resourceful marketing & relational skills developed through positions in the Twin Ports working in diverse environments.

Overview

Positive attitude, outgoing
Excellent at time
management
Strong interpersonal skills
Self-motivated
Eager to lead a team and
learn



Education & Training

St. Cloud State University
St. Cloud, MN

Fall 2006 – Spring 2010
Social Work Program

Professional Experience

Crimson Star Healthcare – Staples, MN

November 2015 - Present

Marketing Director

- Take inquiry calls and follow up with prospective residents
- Conduct scheduled and walk-in tours of facility
- Market community via mailings, email, outreach and advertising
- Hold promotional events to maintain brand image
- Attend community sponsored events consistent with Crimson mission
- Database management for lead generation
- Managed sales software for leads and referrals
- Produce monthly reports and marketing plans for occupancy trends
- Track budget expenditures for monthly events
- Responsible for property management of entire community

Crimson Star Healthcare – Staples, MN

Marketing Coordinator

- Take inquiry calls and follow up with prospective residents
- Conduct scheduled and walk-in tours of facility
- Order and package all marketing materials
- Assemble Marketing packets kept available for distribution
- Assist with database management for lead generation
- Data entry into sales software for leads and referrals
- Ensure all vacant units were in order and ready for showings
- Always kept community unit maps current for availability

Trillium Services – Duluth, MN

April 2010 - September 2015

Designated Coordinator – Multi-Site Supervisor

- Employee management of 25-30 employees
- Maintain staff training requirements
- Ensure all health care requirements of service recipients were met
- Contact with case workers, guardians, family members daily
- Develop, revise and implement behavior and CSSP/CSSP addendum plans
- Generate quarterly reports, outcome plans, methods and annual reviews

Curtis Oil and Propane – White Bear Lake, MN

September 2002 - August 2009

Office Assistant

- Reconciled bank statements and scanned checks
- Bookkeeping and organizing electronic and paper files
- Consolidated financial statements
- Maintained office supplies and equipment
- Picked up and delivered items

Professional Affiliations

St. Louis River Experience

Volunteer and Scheduler for non-profit organization that provides free boating and nature excursions to seniors, veterans, people with disabilities and youth programs in our community.

References

Available Upon Request