

JULIA ROY —

DIGITAL MARKETER
NEW MEDIA DESIGNER
FUTURIST / A+ STUDENT OF AI



MENU DESIGN & CREATION

CHALLENGE

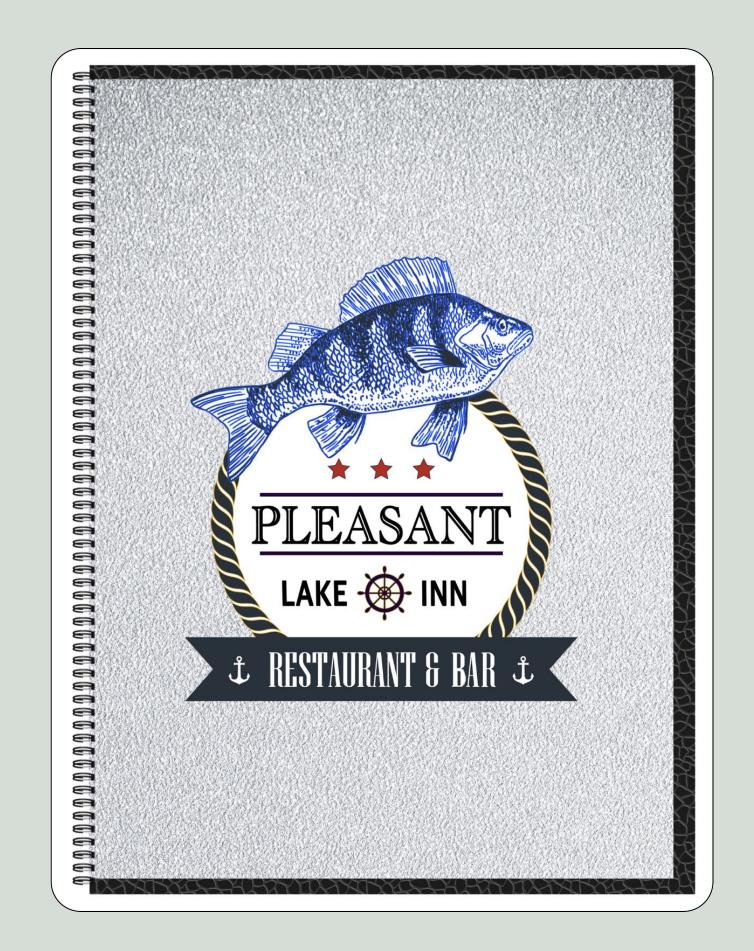
After Covid lockdown, my mother needed new, changeable menus for her restaurant that could be easily updated and re-printed every week.

EXECUTION

It was a process. I went through many iterations and designs with the help of Canva, the HP unlimited ink plan and my handy book making machine.

RESULTS

Beautifully designed menus every guest touches that showcases everything the restaurant has to offer



PODCAST

HOW WE WORK HOST/PRODUCER

CHALLENGE

I desperately wanted to become a better writer and I needed help beyond books on writing. I wanted to talk to the most prolific writers I admired

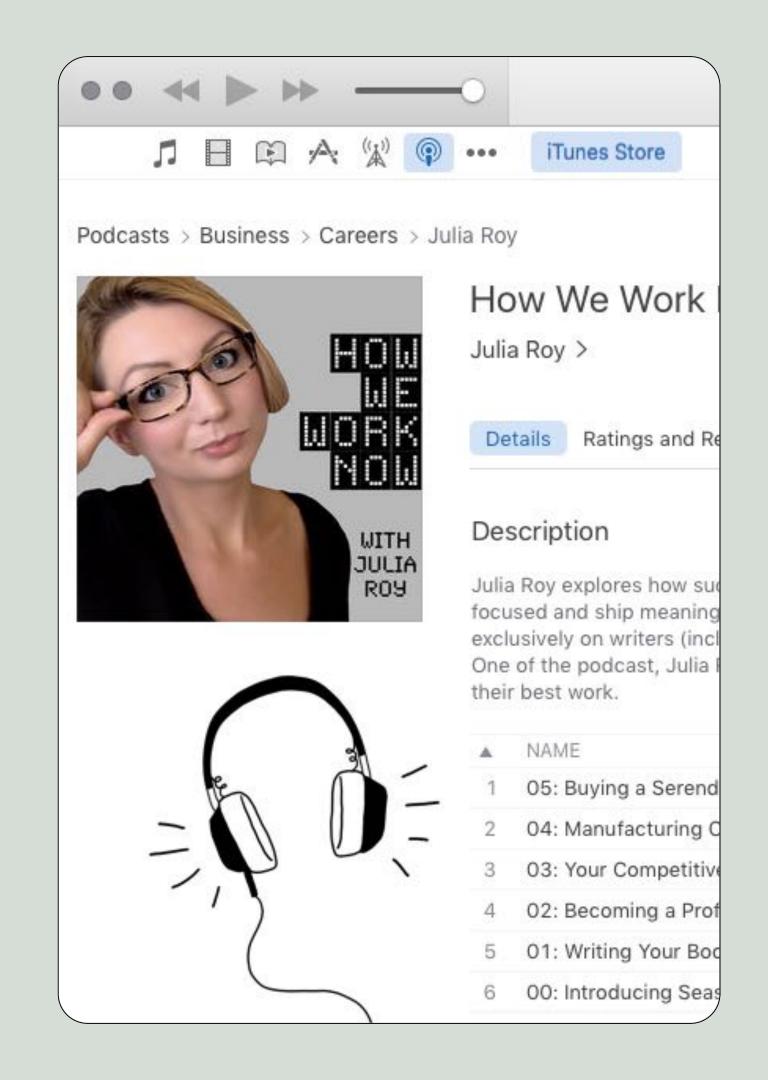
EXECUTION

How do you get a busy writer to take the time out of their day to talk to you? Ask them to be on your podcast and promote their work!

RESULTS

I secured a sponsor and <u>interviewed</u>

30 <u>amazingly creative people</u>, who inspired me and 68,000 listeners to date



MANILLA PRODUCT LAUNCH

CHALLENGE

Build the brand's digital presence by attracting users using free social media channels, traditional PR and blogger outreach to drive awareness

EXECUTION

Creation of brand voice and execution of unique strategies to organically grow awareness and our social fanbase

RESULTS

Our social media and traditional PR efforts drove 80% of launch traffic and 50% of our new user sign-ups





CHALLENGE

Reaching Coach consumers through social channels and driving purchases through increased awareness of promotions

EXECUTION

Developed and executed an aggressive social media plan, selected fashion bloggers to design a bag and launched The Poppy Project

RESULTS

Grew Facebook following to 1.5M, resulting in over \$500,000 in direct revenue from our social efforts



FORD FIESTA MOVEMENT CAMPAIGN

CHALLENGE

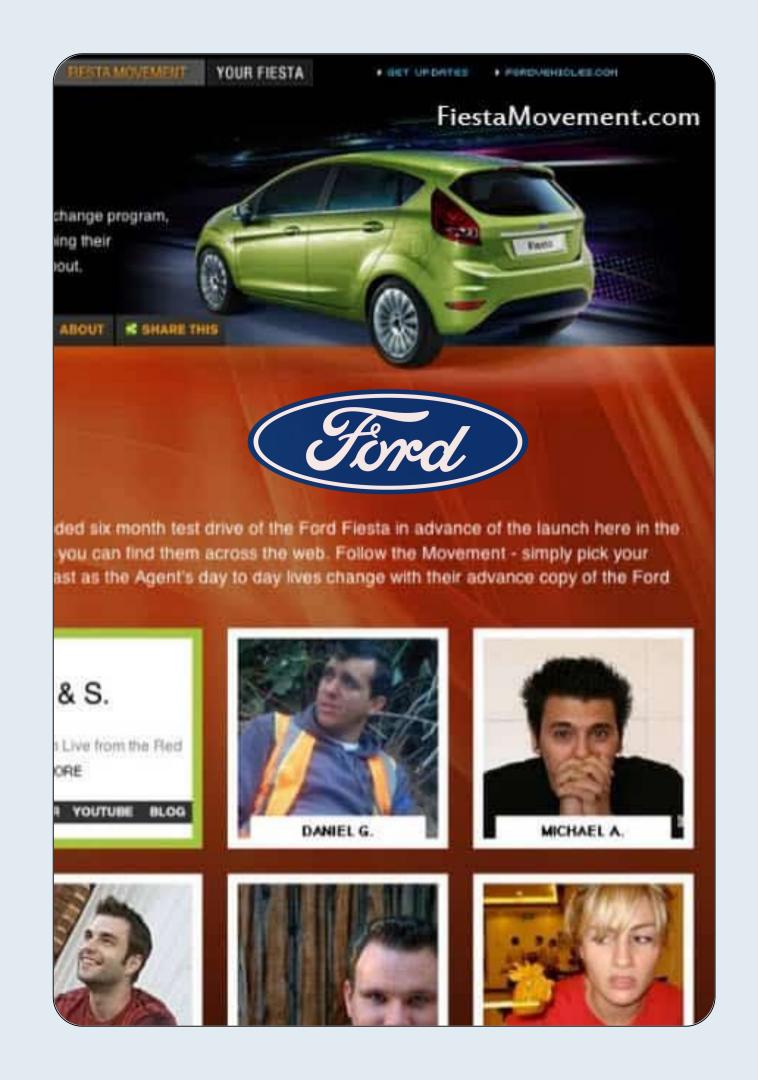
Introducing this European vehicle to the US market, without the typical marketing budget

EXECUTION

Influencer campaign that gave 100 Fiestas to YouTube influencers for a year, sending them on challenges. 90% signed up from my personal outreach

RESULTS

Over 1,000 videos of challenges shared on YouTube with millions of views



CNN HEADLINE NEWS T-SHIRTS

CHALLENGE

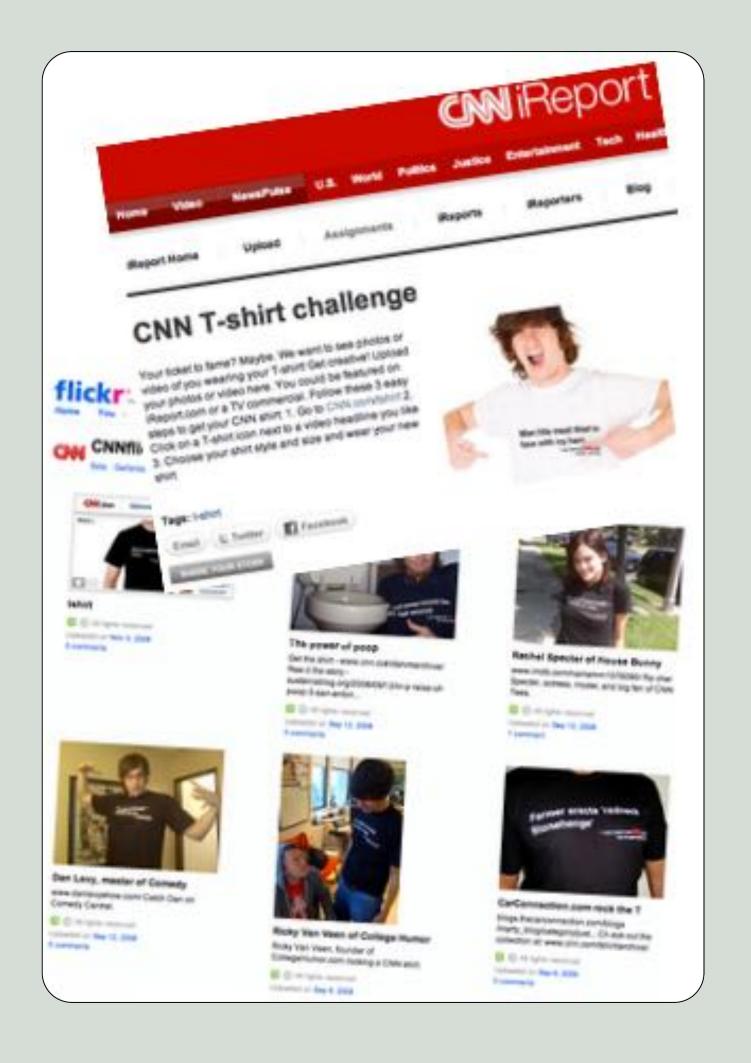
Reinvigorate the brand to show that CNN is digitally savvy and cool through t-shirts with news headlines

EXECUTION

Launched a Flickr channel featuring celebrities wearing the shirts, leveraged iReport to feature people and helped integrate the tshirt button on every news story

RESULTS

The organic buzz exceeding expectations and CNN sold thousands of branded shirts



PROPEL REBRANDING LAUNCH

CHALLENGE

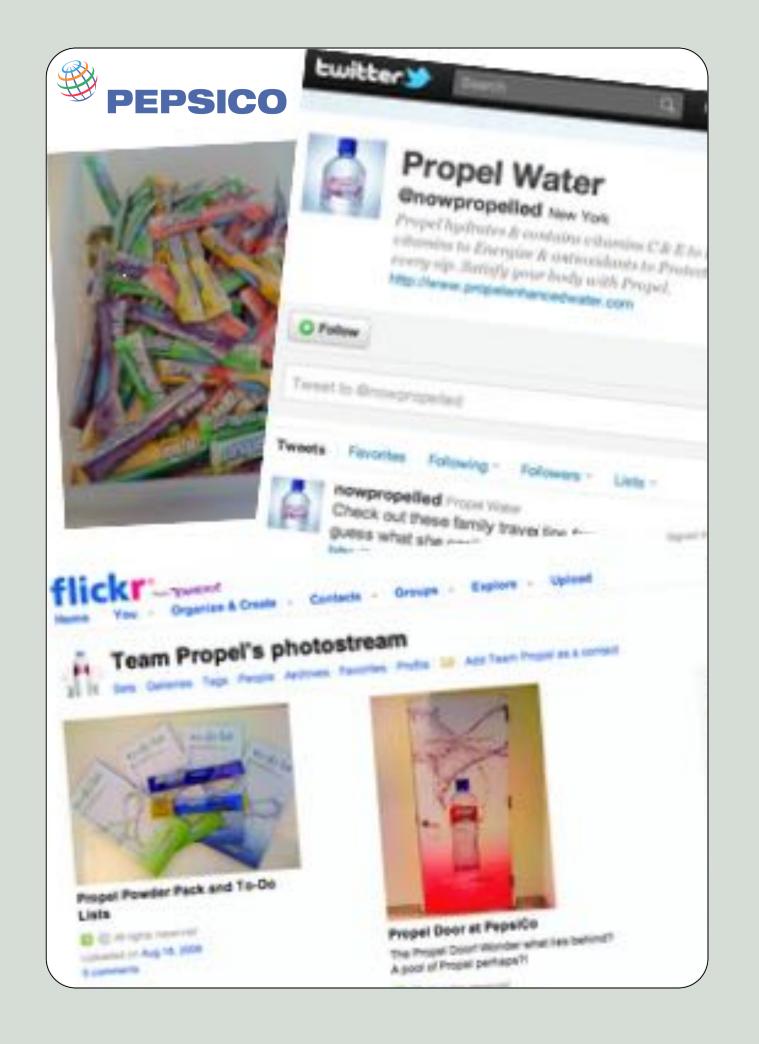
Drive awareness of Pepsi's reformulated and rebranded product and respond to the consumer backlash

EXECUTION

Launched and monitored all social channels for the brand and managed a social campaign that used Flickr to find fans and send them free product

RESULTS

Social feedback convinced PepsiCo to return to its old formula, minimizing negative impact on sales



SIERRA MIST

ON THE BUBBLE

CHALLENGE

Tap into a younger audience by partnering with a well-know cartoonist to create a YouTube series

EXECUTION

Create a dynamic universe around the shows characters using social media, leveraging every social channel out there at the time

RESULTS

19 episodes with over one million views and captured a highly engaged and enthusiastic fan base





CHALLENGE

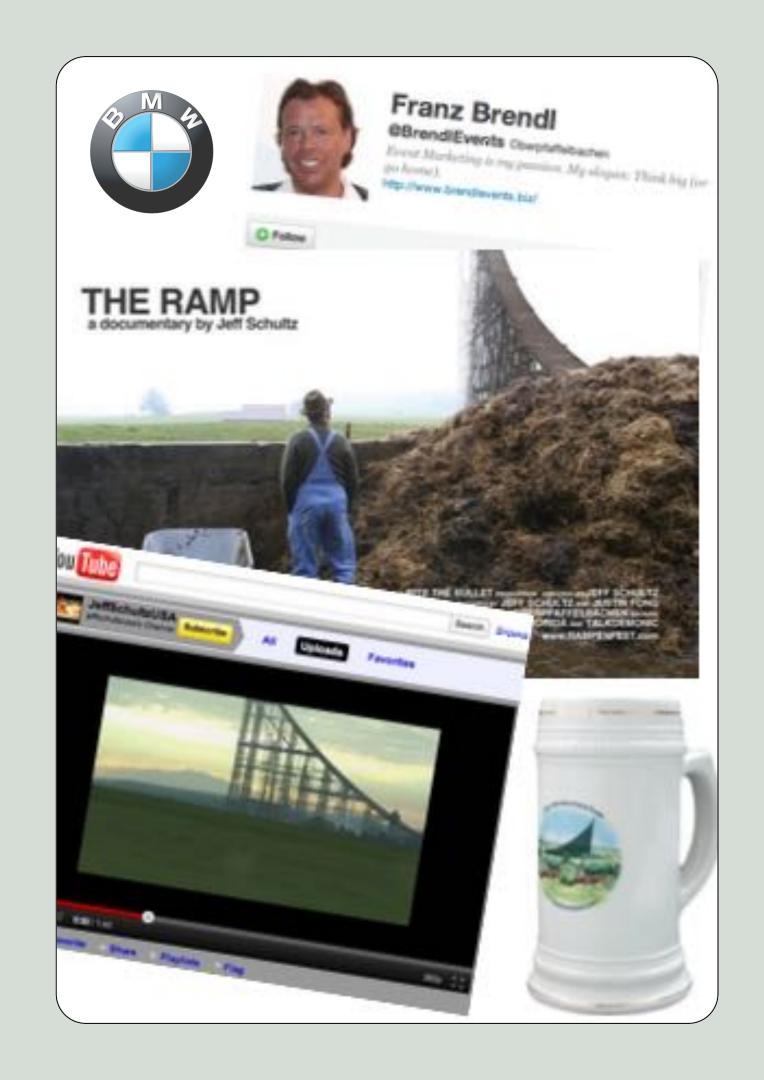
BMW had a faux documentary they had made by their creative agency but didn't know what to do with it

EXECUTION

Created a believable universe around all the characters on social media to make the public think the video might be real and drive buzz

RESULTS

Over 1 million views within weeks and a confused media (for a few days) about the video



GET IN TOUCH!



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