



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** - Led cross-functional marketing teams across creative, social, PR, technology, and product marketing teams to define and align campaign strategies, ensuring brand positioning and campaign effectiveness across markets.
- **Brand Strategy** - Led GTM strategy and full funnel comms plan for retention and growth initiatives across all digital channels. Improved performance by 85% through data-driven optimization.
- **Business Growth Focus** - Increased account revenue by 100% in one year by identifying new business opportunities, upselling services, and expanding offerings for clients.
- **Team & Budget Oversight** - Led and mentored a team of 3-5 account managers. Responsible for internal operations to ensure efficiency and profitability through staff planning, team optimization, and client negotiations.

Account Supervisor

Jun 2018 - Dec 2018

EVV in Oakland

- **Integrated Experiential Campaigns** - 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.
- **Relationship Building** - Served as a trusted advisor, providing financial stewardship, expert advice, and innovative ideas to foster long-term relationships.
- **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.
- **Leadership and Mentorship** - Oversaw cross-functional team of media, strategy, and analytics to address client issues and develop solutions that align with client needs.

Senior Account Executive

Dec 2016 - Jun 2018

Baker St. Advertising in San Francisco

- **Live Events and Experiential Marketing** - Managed large-scale sponsorship activations, including on-site promotions for high-profile events that engaged over 5,000 attendees.
- **Results-Oriented Mindset** - Maintained a strong understanding of business objectives, focusing on customer-first, omni-channel strategies, and people-based targeting for CPG and vehicle brands.
- **Project and Budget Management** - Developed Scope of Work (SOW) and Managed Service Agreement (MSA) contracts, coordinating with departments to allocate resources and propose costs while meeting profitability goals.

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.

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** - Collaborated 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.
- **Strong Communication** - Consulted with clients to understand their business objectives and marketing challenges, advising on data strategy, business analytics, and media execution.

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 and PR - Postgraduate Diploma with Distinction

FIDM/Fashion Institute of Design and Merchandising

2008 - 2010

Merchandise Marketing - Associate of Arts Degree