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Julia Balling

ORGANIZATION

September 2022 - March 2023

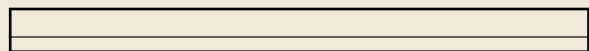
BOOK180

ART DIRECTION

2013 - 2017

DEPAUL UNIVERSITY, BA

COMMUNICATIONS, FOCUS IN FINE ART & ADVERTISING



SKILLS

ADOBE CREATIVE SUITE

VIDEO EDITING

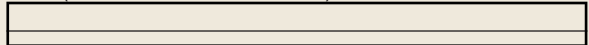
BASIC HTML

TYPOGRAPHY

WEB DESIGN/ FIGMA

CLIENT RELATIONS

SEO (CONTENT + TECHNICAL)



AWARDS

April 2023, Short List

JUKIN EMERGING CREATIVE / CLIO AWARDS

Art Director and Video Editor for ["More Than Meets The Eye"](#)

March 2023

BEST PRODUCT INNOVATION / BOOK180

Art Director and Video Editor for the Zales [Do Not Engage Ring](#)

EXPERIENCE

MARCH 2023- PRESENT

EVP TOUR VOLLEYBALL

FREELANCE CREATIVE, 10 HOURS WEEKLY

Position entails creating promotional videos, assets for social media, logo and branding materials. I also help with editing, organizing and digitizing televised EVP Tour events from the past.

2021-2022

WPROMOTE

SENIOR SEO MANAGER

Lead SEO manager on a diverse range of accounts: Ember, Palace Entertainment, Pentair, Ripple App and Pangea App. I worked closely with content creators, web developers and designers to ensure websites had a seamless user experience.

2019-2021

OMD WORLDWIDE

SENIOR ASSOCIATE OF DIGITAL ACTIVATION, MCDONALD'S

Second in command on the Digital Activation team for McDonald's. I created weekly deliverables and presented recommendations to client. I revised McDonald's on-site copy and metadata to comply with best practices. Additionally, I advised on UI/UX changes for the McDonald's website, such as image sizing and drop down menus

2018-2019

OMNICOM (PHD + RESOLUTION MEDIA)

SEO COORDINATOR, SC JOHNSON + KOHLER

Assisted in creating performance deliverables for fortune 100 companies. Collaborated on brand.com search audits for B2B and B2C clients. Communicated technical implementations with UI/UX and web developers. Wrote SEO copy for brand websites. Created monthly, weekly, quarterly and ad- hoc performance reports.

