

JuliAnne Sells

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ABOUT ME

Versatile marketing specialist seamlessly blending creativity with data-driven analytics to craft impactful digital campaigns.

EXPERIENCE

Avanti Destinations — Marketing Coordinator

September 2025 - Present

- **HubSpot management:** Maintaining database integrity, managing lead segmentation criteria, and executing automated drip email campaigns.
- **Project management:** Executing tracking for the Marketing Project Roadmap, assigning individual tactics to Monday.com boards to ensure all creative deliverables remain on-schedule.
- **Reporting and analytics:** Delivering weekly email updates and quarterly segmentation analysis to monitor campaign success of partner initiatives.
- **Copywriting:** Develop multi-channel marketing collateral, writing copy for regional emails, monthly brochures, and web pages while coordinating social media and newsletter promotions.
- **Webinar production:** Coordinate end-to-end webinar logistics, managing partner communications, GoToWebinar setup, and the production of unique email invite copy and presentations.
- **Brand campaigns:** Facilitate high-traffic campaign management, including the creation of specialized project boards for high-priority initiatives.

CORE Response — Admin Coordinator, Multiple Roles

February 2021 - June 2022

Regional Administrative Coordinator - Southern CA

- **Partnership coordination:** Cultivated relationships with community-based organizations (CBOs) and partners to support crisis response initiatives.
- **File management:** Directed Southern CA operations reorganization and oversaw the migration of SharePoint systems for 200+ employees.
- **Systems management:** Streamlined response workflows and coordinated operational efforts during the Omicron surge.
- **Administration:** Developed and maintained operational master documents to streamline communication and task execution.

Client Communications Team - Operations Manager

- **Community outreach:** Directed customer outreach initiatives, improving engagement through phone and canvassing efforts.
- **Operations coordination:** Aligned team operations with evolving federal and state guidelines, ensuring compliance and effective communication.
- **Tracking and reporting:** Implemented data-driven improvements to medical record-keeping and complaint resolution protocols.

United States Air Force — Language Analyst

September 2009 - September 2014

- **Intelligence briefings:** Produced actionable intelligence reports by analyzing and translating foreign communications.
- **Project direction:** Directed critical projects requiring meticulous attention to detail and tight deadlines.
- **Cross-functional coordination:** Collaborated with interdisciplinary teams to achieve mission objectives.



EDUCATION

East Los Angeles College

June 2020 - June 2024

Business Admin - AS, Mathematics - AS

Defense Language Institute (DLI/FLC)

November 2009 - April 2011

Korean Studies, AAS

CERTIFICATIONS

Meta Certified Digital Marketing Associate

HubSpot Content Marketing Certification

HubSpot Email Marketing Certification

Google Analytics for Beginners

Google Ads Search Certification

SEMrush SEO Fundamentals

SKILLS & CORE COMPETENCIES

Campaign Coordination

Digital Marketing Tools (HubSpot, Google Analytics)

Content Development & Scheduling

Vendor & Partner Relations

Workflow Optimization

Data Analysis & Reporting

Cross-Functional Collaboration

CRM Management (SharePoint)

Email Marketing & Automation

Marketing Metrics & Reporting

AWARDS & ACHIEVEMENTS

AETC CDR Award - Top Graduate

Cryptologic Intelligence Training

Goodfellow Air Force Base

Language Award of Excellence

Korean Language Training

Presidio of Monterey

Honor Graduate

Air Force Basic Training

Lackland Air Force Base