

JULIA SPANGLER

217.251.0348 spanglerJL@gmail.com www.juliaspangler.com

WORK EXPERIENCE

Baldwin & Lyons, Inc., Indianapolis, IN

(Sept. 2011 – present)

- Spearheaded migration of corporate websites to new content management system along with implementation of responsive design, resulting in a 24% increase in mobile pageviews
- Managed design and content for seven corporate websites and multiple microsites
- Restructured web content to improve user experience, resulting in a more direct path to visitors' desired information
- Strengthened communication between departments by establishing committee for website support
- Engineered responsive and mobile-optimized email templates for promotional emails and newsletters
- Coordinated multiple upgrades of customer-facing mobile application
- Conceived and executed marketing campaign for mobile app resulting in a 9.7% download rate among target audience
- Created award-winning design guidelines and collateral for multi-day customer appreciation events
- Designed printed materials including annual reports, publications and marketing collateral
- Organized and executed print and digital advertising program for public transportation insurance product
- Art directed on-location photo shoots

Fair for All Guide (2011–present)

- Wrote and published 120+ blog posts on ethical lifestyle topics
- Designed supporting graphics to visually convey post content
- Created blog brand identity

Trends International, Indianapolis, IN

(July 2010 – Sept. 2011)

- Designed wide variety of consumer products including calendars, stickers, posters, coloring activities, bookmarks and scrapbooking supplies
- Designed product catalogs

Pivot Marketing, Indianapolis, IN

(Aug. – Dec. 2008, Jan. – May 2010)

- Designed email marketing and website graphics, trade show displays, marketing collateral and newspaper ads

AWARDS

International Special Events Society – Indiana Chapter PACE Awards

- Best Marketing Design: Budget over \$25,000

ASSOCIATIONS

AIGA, Ethical Writers Coalition

EDUCATION

University of Indianapolis

Bachelor of Fine Arts, May 2010

- Major: Visual Communication Design
- Minor: Art History

SKILLS

- Art direction
- Graphic design
- Copywriting
- HTML and CSS
- Project management
- Software: Photoshop, Illustrator, InDesign, Dreamweaver, Microsoft Office, ExactTarget/Salesforce Marketing Cloud
- Systems: SharePoint, Sitefinity, WordPress, Drupal

References are available upon request.