

Julane Johnson, PMP

Creative Project and Operations Manager, Marketing Account Manager

GREATER CHICAGO AREA

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PROFESSIONAL PROFILE

PMP-Certified Corporate Director and Omni-Channel Brand Strategist with over a decade of executive-scale leadership driving cross-functional digital transformation, multi-million dollar portfolio governance, and market share expansion. Decisive operations leader adept at translating complex consumer data insights into agile, high-impact marketing blueprints that accelerate enterprise revenue. Proven track record of cultivating cultures of high accountability, mentorship, and operational continuous improvement. Expert in anchoring high-stakes corporate messaging, mitigating production risk, and aligning matrixed stakeholders with macro commercial growth objectives.

Core Competencies and Skills:

- **Governance & Leadership:** Enterprise Account Management, Matrix Stakeholder Engagement, Vendor Relations & Compliance
- **Portfolio Management:** Strategic Print & Digital Project Management, Agile Methodology, Budget Oversight, Resource Capacity Planning
- **Omni-Channel Strategy:** Growth Marketing Strategy, Social Media Content Architecture, User Journey Mapping
- **Enterprise Software Suite:** Adobe Creative Cloud, Project Management Platforms, Canva Enterprise, Microsoft Office
- **Performance Marketing & Tech:** Search Engine Optimization (SEO), Multivariate A/B Testing, WordPress, Front-End Frameworks (HTML/CSS)

WORK EXPERIENCE

MARKETING CONSULTANT (FREELANCE), TRAMONTANA MARKETING GROUP, Yorkville, IL 07/2014 - Present
Chicago-area marketing agency specializing in imaginative brand development and marketing strategy.

- Fractional CMO & Brand Advisory: Renders expert consulting services to multiple corporate clients, formulating and delivering comprehensive, multi-channel marketing blueprints and modern digital transformations that preserve enterprise brand standards
- Digital Performance Turnaround: Re-engineered the digital acquisition architecture for a multi-location healthcare enterprise, accelerating click-through rates (CTR) by 515% (from 1.9% to 11.7%), decreasing cost-per-click (CPC) by 75%, and yielding a 30%+ lift in total baseline business revenue
- Programmatic Advertising Governance: Directed the fiscal deployment, target parameters, and systemic optimization of cross-platform paid acquisition budgets (Google & Meta Ads) to scale client ROI
- Client & Stakeholder Engagement: Continually and effectively communicated with all parties associated with and affected by projects through empathic understanding of their roles and responsibilities within the tasks and strategies
- Data-Driven Campaign Performance: Institutionalized rigorous A/B testing matrix structures and advanced web analytics frameworks to verify total alignment with overarching commercial targets and campaign scopes
- Multimedia Asset Production: Commanded top-tier content strategy, digital and print advertising assets, and high-impact commercial photography published in national media channels to expand corporate brand authority

SALES TEAM LEAD (RETAIL SALES), THE SPICE HOUSE, Naperville, IL 11/2025 - Present
National omni-channel spice retailer that caters to passionate culinary enthusiasts and home cooks.

- Operational Command & Team Leadership: Manages shift-level operations, talent motivation, and service delivery across a high-volume omni-channel retail unit fostering a culture of high performance to exceed monthly commercial sales milestones, facilitates training for new hires, selected as a participant for new recipe review panel
- Customer Interaction & Sales: Directs and leads customers to purchases through analyzing trends and active listening resulting in personal sales increase over goal and team increase of 13% revenue increase over LY
- Brand Presentation & Asset Control: Executes the multiple in-store visual merchandising layouts and creates targeted localized online content to maximize on-site customer conversion rates and elevate brand equity
- Fiscal Controls & Budget Oversight: Governs day-to-day on-site cash management, financial ledger accuracy, and labor allocation, ensuring strict operational compliance with authorized corporate payroll budgets to protect operating margins

SPICE MERCHANT

08/2025-11/2025

- Provides curated service to food enthusiasts searching to elevate the flavor profiles of their culinary efforts
- Surpasses company retail KPI's in units sold and average sale on a consistent monthly basis

MARKETING AND OPERATIONS CONSULTANT, CANCER SQUIRREL/PBJ CONSULTING, IL
Nationwide health care SAAS start-up.

09/2024 – 03/2025

- Corporate Strategy & Venture Development: Partnered directly with the executive co-founder to architect a disruptive B2B and B2C healthcare SaaS platform, leading the foundational business strategy to optimize communications and improve healthcare delivery metrics
- Fiscal & Operational Architecture: Co-authored the comprehensive enterprise business blueprint, formulating cross-departmental operating budgets, organizational structures, multi-level pricing models, and rigorous market-segmentation matrices to anchor long-term P&L viability
- Product Governance & Brand Stewardship: Commanded the core product development roadmap and brand vision from inception, maintaining strict governance to ensure total alignment with macro go-to-market objectives and corporate positioning
- UX/UI Experience & Funnel Design: Engineered the structural user-experience (UX) and user-interface (UI) architecture for front-end users and backend enterprise administrators, mapping consumer touchpoint journeys and growth marketing funnels to drive user retention

CREATIVE OPERATIONS PROJECT MANAGER/ACCOUNT EXECUTIVE,

DCG COMMUNICATIONS, Washington, DC

06/2022 – 10/2023

Top-tier advertising and creative agency with over 35 federal government contracts.

- Enterprise Portfolio Governance: Directed end-to-end operational life cycle workflows for a high-volume portfolio of 200+ monthly creative initiatives, tracking execution from initial triage through final market release to guarantee absolute fidelity to project scope including small to large scale digital, event and trade show, out-of-home, and print assets
- Project Management: Led execution large-scale projects including trade show promotional purchase and organization, year-long two-part animated video project, and print projects for partner teams resulting in saving over \$10,000 for each campaign
- Matrix Stakeholder Architecture: Synthesized competing corporate priorities within a matrixed enterprise, leveraging unified data management systems and negotiating complex revision timelines to safeguard critical commercial launch schedules
- Strategic Sourcing & Capacity Scaling: Negotiated and governed enterprise-grade service level agreements (SLAs) with global production vendors and freelance networks to scale departmental capabilities dynamically without inflating fixed overhead
- Risk Mitigation & Velocity Optimization: Engineered predictive velocity monitoring models and asset allocation strategies that systematically eliminated operational bottlenecks, mitigated production risks, and maximized resource capacity
- Operational Stakeholder Leadership & Engagement: Supported fractioned organizational teams by attending and assisting with trade show and corporate events, led print campaign sourcing and execution, chaired employee engagement culture-building

PRODUCT DESIGN TRAFFIC COORDINATOR, BRADFORD EXCHANGE GROUP, Niles, IL

01/2017-06/2022

Chicago-area producer and e-commerce seller of exclusive and proprietary collectibles, jewelry, and apparel.

- Operational Center of Excellence and Stakeholder Management: Served as the centralized governance hub driving operational alignment and communication protocols across 9 independent multi-million dollar business units and executive product management cohorts
- Portfolio Life Cycle Governance and Resource Management: Coordinated end-to-end operational workflows for over 200 monthly high-volume creative initiatives from project triage through final market release, maintaining total adherence to technical scope and design definitions, assigned project timelines to designers and photographers, prepared final art release for products and packaging, assisted team with product design using Adobe Photoshop and Illustrator
- Risk Mitigation & Workflow Optimization: Designed proactive velocity tracking models and contingency strategies that successfully eliminated production bottlenecks, mitigated deployment risks, and optimized cross-functional designer asset allocation
- Matrix Stakeholder Management: Navigated a complex corporate matrix structure to synthesize competing priorities, manage product databases, and negotiate strict, business-critical revision timelines to protect launch windows
- Quality & Risk Compliance: Acted as the authoritative sign-off authority for high-precision quality control and technical proofreading while co-chairing the corporate Font Licensing Committee to govern structural intellectual property risks
- Vendor & Talent Management: Cultivated and managed strategic service level agreements (SLAs) with outsourced production vendors and freelance networks to scale department capacity on-demand
- Governance, Quality, & Risk Compliance: Commanded final authority for technical proofreading and regulatory quality control frameworks, while co-chairing the corporate Copyright Compliance Committee to protect global intellectual property and minimize legal liabilities

BRAND MANAGER, NORTH AMERICAN GOLF & POKER CHALLENGE, Yorkville, IL 10/2012- 07/2013

Chicago-based start-up focused on competitive golf tournaments.

- Corporate Identity & Launch: Strategized, designed, and executed the comprehensive brand identity, digital footprint, and corporate marketing assets for a high-stakes, competitive tournament start-up
- Media Governance & PR Strategy: Engineered multi-channel public relations and marketing blueprints, driving high-impact media placement including local radio, print, and televised executive interviews
- Fiscal Oversight & Media Planning: Managed localized campaign capitalization budgets, procuring targeted print and digital media buys optimized for high-value demographic acquisition
- Vendor & Contract Management: Pioneered end-to-end contract negotiations and managed service provider relations for outsourced web development, printing houses, and promotional agencies to secure cost-efficiencies

EDUCATION AND PROFESSIONAL DEVELOPMENT

Project Management Professional Certificate, PROJECT MANAGEMENT INSTITUTE, 2026

Certificate, Marketing & Growth Strategies, THE WHARTON SCHOOL OF BUSINESS, Philadelphia, PA (Online) 2024

Certificate, Digital Brand Management, OREGON STATE UNIVERSITY, Corvallis, OR (Online) 2019

Bachelor of Business Administration, Marketing/Advertising, WESTERN MICHIGAN UNIVERSITY, Kalamazoo, MI

PROFILES, PORTFOLIOS, WEBSITES

- Professional: [linkedin.com/in/julane-johnson-marketing-exec](https://www.linkedin.com/in/julane-johnson-marketing-exec)
 - Portfolio: julanejohnson.portfoliobox.net/
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